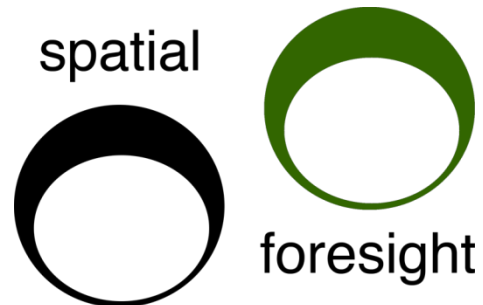


Outlooks for Targeting Non-standard Geographies in Cohesion Policy

Erik Gløersen

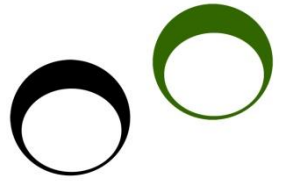
Montana174 Final conference - How to foster the effective uptake
of Cohesion Policy funds in mountain areas?

20th September 2022



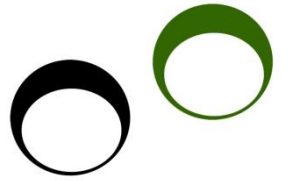
territorial policy support and [research](#)

Current State of play



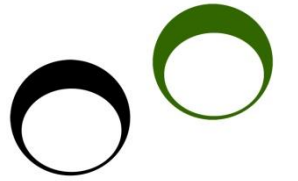
- Special treatment granted by Treaties:
 - Outermost Region (ES-FR-PT) (TFEU Art. 349)
 - Northern Sparsely Populated Regions (FI-SE) (Protocol 6 of 1994 Accession Treaty)
- Incitative provisions in Treaty (TFEU Art. 174)
 - islands,
 - cross- border regions,
 - mountain regions.
- Incitative provisions in ERDF and Cohesion Fund regulation (Recital 45, Art. 10)
 - Areas with population decline
- “Knocking at the door”
 - Lake regions

Outermost regions



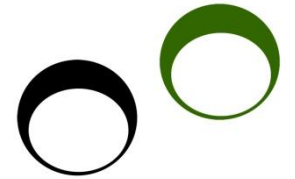
- Logic of compensation, « offsetting additional costs »:
 - Freight aid
 - PSO contract to support air connections
 - Transport infrastructure investments
 - Operating aid to companies
 - Residence allowance to civil servants
- Difficult coordination with “mainstream Cohesion Policy objectives”
- Extreme administrative burden in some cases

Northern Sparsely Populated Regions

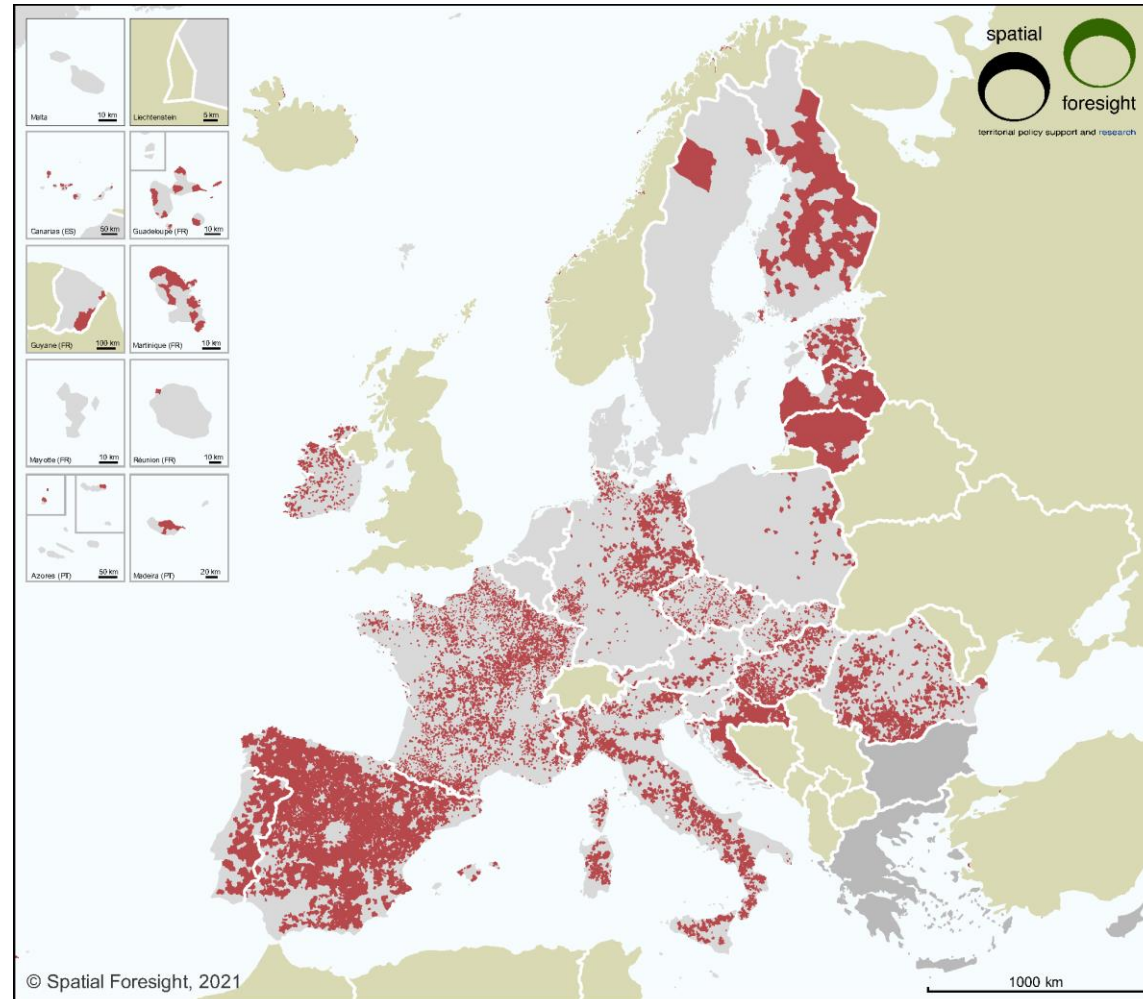


- Specific support hardly differentiated from mainstream funds
- Logic of knowledge-driven development, successfully supported by Cohesion Policy
- Population keeps declining in most sparsely populated parts
- Integrated Territorial Investments requested by local/regional stakeholders, but not implemented
- Lack of skilled workforce is a key development bottleneck

Areas with population decline



- o ERDF criterion:
population decline >1%
per year
between 2007 and 2017



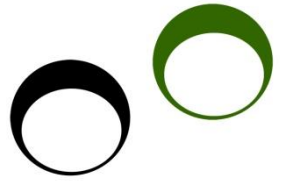
Administrative boundaries: Eurostat GISCO

Population trends 2011-2017, except:

- Portugal: 2011-2021
- Guyane, Guadeloupe, Martinique: 2008-2018
- Mayotte: 2012-2017

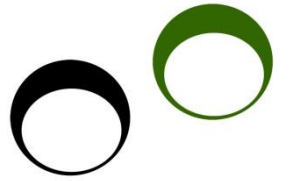
Sources: Eurostat, BBSR - Bundesinstitut für Bau-, Stadt und Raumforschung (2019): Raumbewachung Europa des BBSR, Statistics Lithuania, Statistics Portugal, French National Institute of Statistics and Economic Studies (INSEE)

Areas with population decline



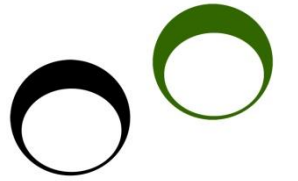
- Request of the Spanish government
- Different designations and “storylines” of local population decline in Member States
- Only some Member States ambition to preserve settlement patterns
- Interesting good practices:
 - Multilevel governance
 - Integrated approaches
 - Identification of development bottlenecks
- Can Cohesion Policy support “smart shrinking”?

Lake regions



- Major challenges linked to climate change, biodiversity preservation
- Strengthening links between water policies (e.g. Water Framework Directive) and regional/local development
- Multiple sectoral connections: tourism, energy, agriculture, urban planning, transport, energy, nature protection
- What EU support would be purposeful?

Outlooks



- Evolving categorisation of atypical geographies
- Shared understanding that the nexus of institutional, economic, social and environmental issues is influenced by geography
- EU discussions on this are maturing, focus on specificities rather than handicaps
- Territorial tools (e.g. ITIs) could play a key role but they are insufficiently promoted, often not well understood
- EU has a key role to play in setting the agenda and sharing good practices, also in relation to Green Deal implementation & impact of war in Ukraine
- Can one overcome competition between geographic specificities?



This project has received funding from the European Union's Directorate General Regional and Urban Policy under Grant Agreement No 2020CE16BAT209



Creating targeted communication

Daniela Masotti

ERSAF

Daniela.masotti@ersaf.lombardia.it

20th September 2022



Who is ERSAF

that doesn't deal directly with young people but often works with them



- ERSAF: **Regional agency for agriculture and forests**
- Forest management, mountain pastures, agriculture and soils, agri-food products, biodiversity and the development of mountain areas for the **Lombardy region**
- When we talk about mountain areas, ERSAF works and knows their **complexity**
- Starting from the **mountain community**

why ERSAF proposed storytelling 4 EU youth lab



- **young people** are a crucial element of society
...but in Italy we say from saying to doing... there's a sea in between
- we wanted to experience **new energies** and give an **opportunity** thanks to the Montana 174 project to those who do not always find them easily (schools, associations, youth groups)
- Youth workshop methodology → **starting with young people**



How it works

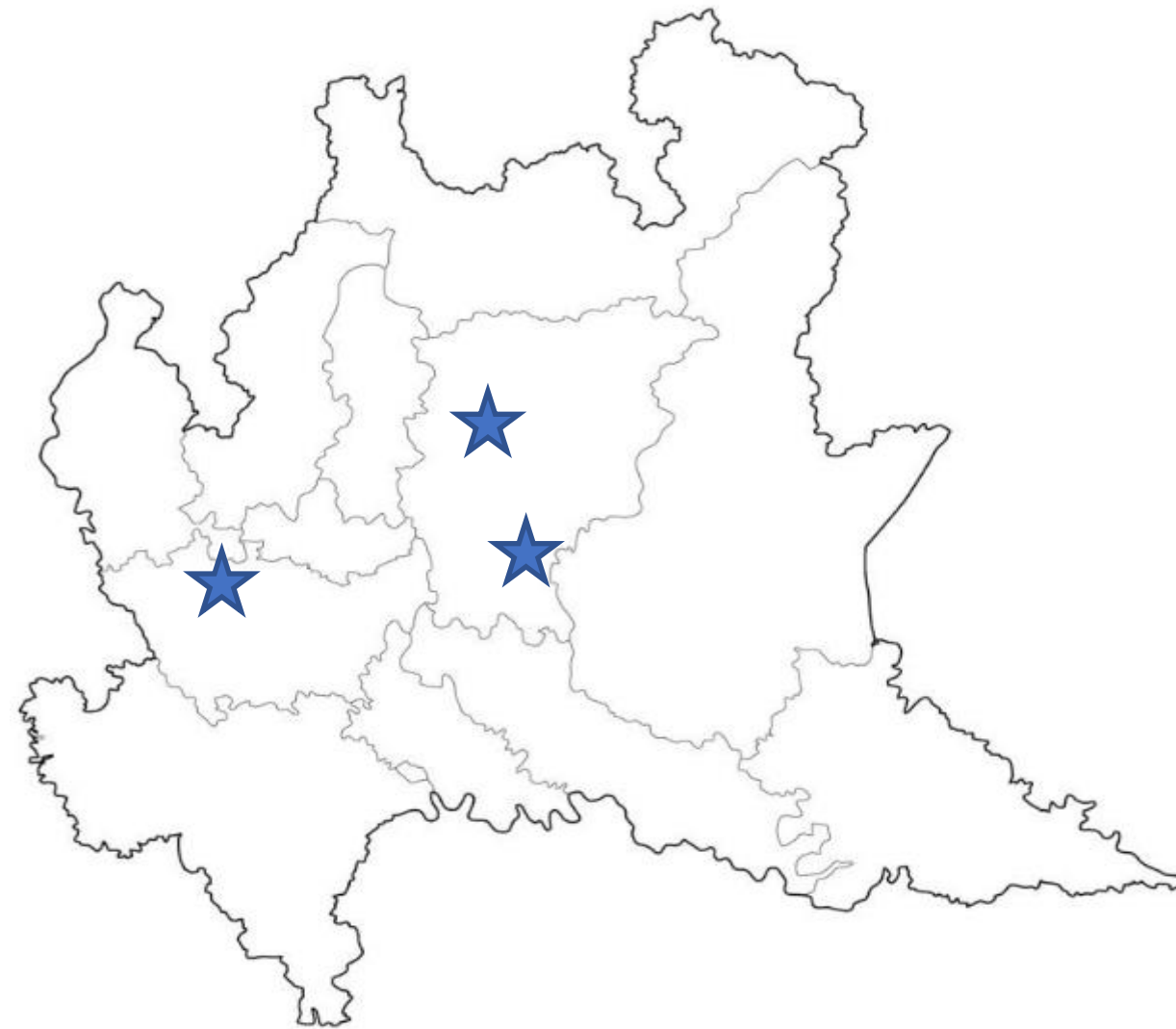


Open call for young people from **13 to 23** years old

The Youth Lab was a sort of **summer camp**

Video as an immediate technique close to them

- Oratori riuniti di Bresso
- Italian Alpine Club CAI Bergamo
- CAI Brignano Gera d'Adda



Our tutors



QUIQUEG

[Chi siamo](#) [Clienti](#) [Contatti](#) [Progetti](#)



Our tutors

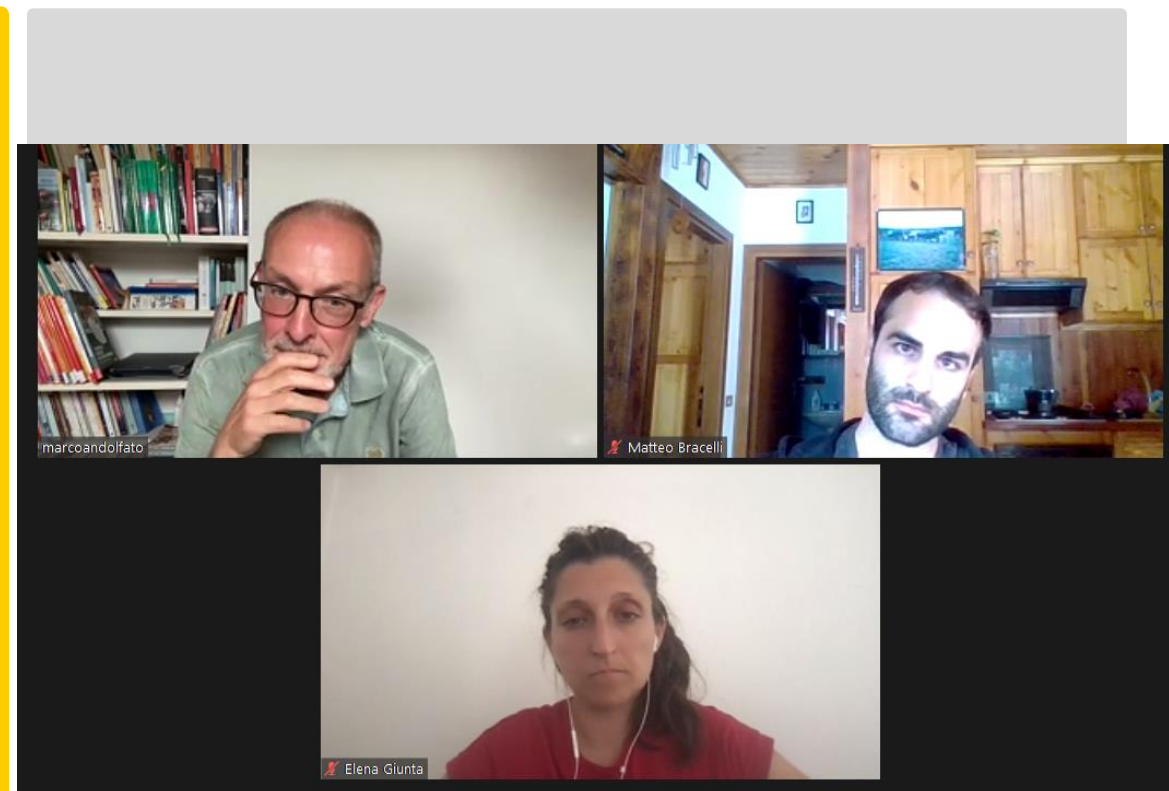


The workshop was developed thanks to

Marco Andolfato of **Quiqueg**

<https://quiqueg.it/>

→ **Super creative** capable of constructing messages of great impact, who motivated with many ideas



Our tutors



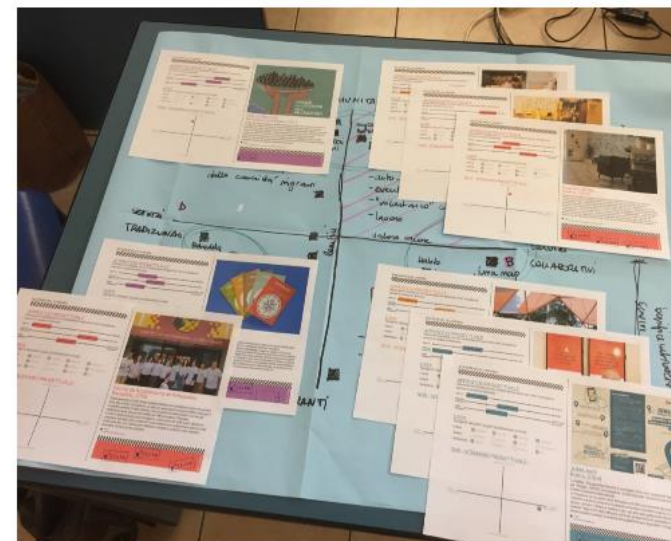
- / team
- / servizi
- / SHIFT.lab
- / dove siamo

Categorie Progetti

- comunicazione (42)
- design (44)
- editoria (10)
- exhibit (15)
- fotografia (2)
- marketing territoriale (15)
- ricerca (16)
- video (8)
- workshop (25)

Tag

- animazione
- brand identity
- catalogo mostra
- co-design
- co-production
- concept
- cover
- DataViz
- design dei servizi
- design strategico
- eventi
- exhibit
- grafica
- heritage
- icone
- illustrazione
- infografica
- interior design
- musica
- new craft
- packaging
- retail
- scenario
- SNA
- social
- social



Our tutors



And thanks to
Elena Giunta and Matteo Bracelli of
Studioshift

<http://www.studioshift.it/>

→ **Narrative structuring and editing support**, with the patience to take the groups by hand, making them feel like protagonists and providing them with the tools to recognise what they were doing step by step



3 different stories



- Have looked for Cohesion Policy-funded actions from a range of proposals we made
- The choice of themes has a **deep connection** to the groups themselves

➤ NATURE

Recovery of the **Paluaccio di Oga**

➤ FOOD AND HERITAGE

A food product recovered thanks to the **AS AlpFoodway Project**

➤ TOURISM

ERDF intervention **Orrido di Bellano**



The starting point



- The Cohesion Policy in the mountains of the Lombardy region may be **known** in the abstract **by some stakeholders**, but **little is known** about what it has actually achieved, little is known about how much it **can affect development**
- **Young** people are **crucial** for the mountains and if we want the **mountains to grow**, we must **consider them in every action**: talking to young people takes on a relevant meaning for mountain communities to continue to exist
- So let's communicate the incisiveness of these policies to young people **by involving them**

Methodology 1

- The key methodology is: **young people are the ones who make the message**, so if we want to communicate to them **let THEM do it**
- There is no need for a **structured and complex methodology**
- The **audience that listens is the one that produces**: immediately the communication problems related to language, accessibility, effectiveness, irony are solved

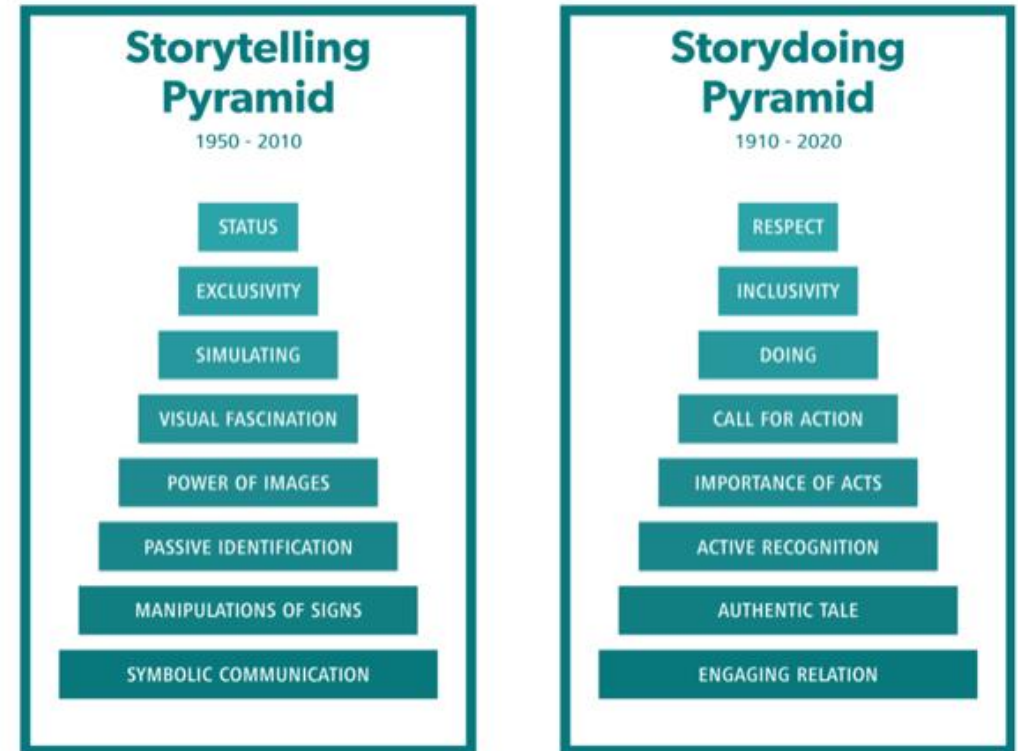
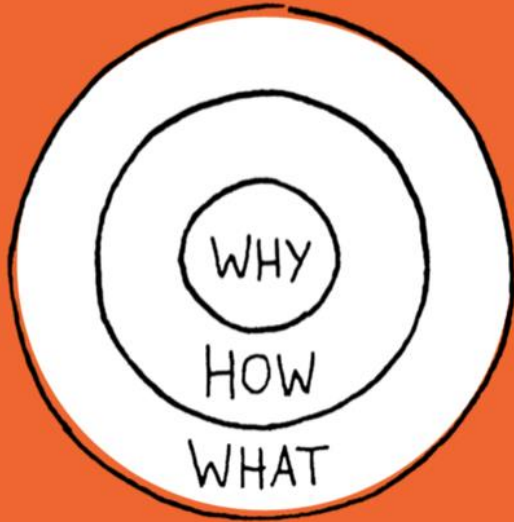


Figure 2 – Storytelling / storydoing, translated from Morace (2017)

Methodology 2



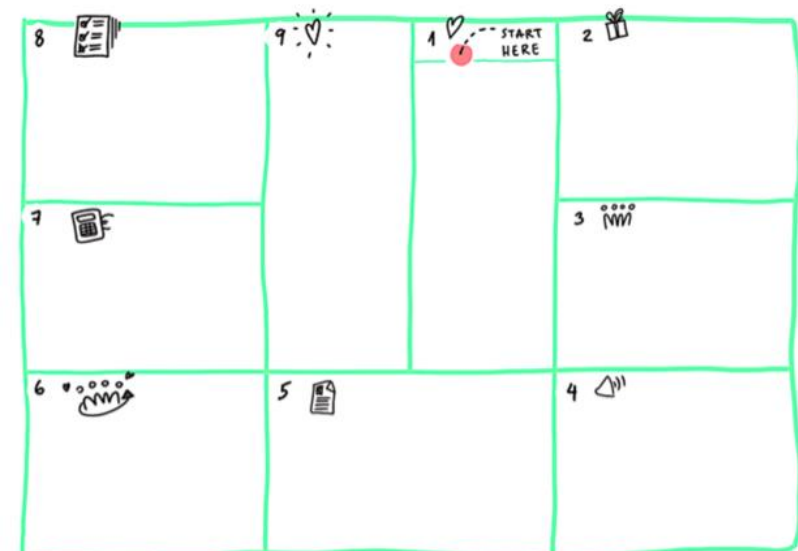
co-design

the tools we relied on are

Simon Sinek's Golden Circle

Communication strategy canvas.

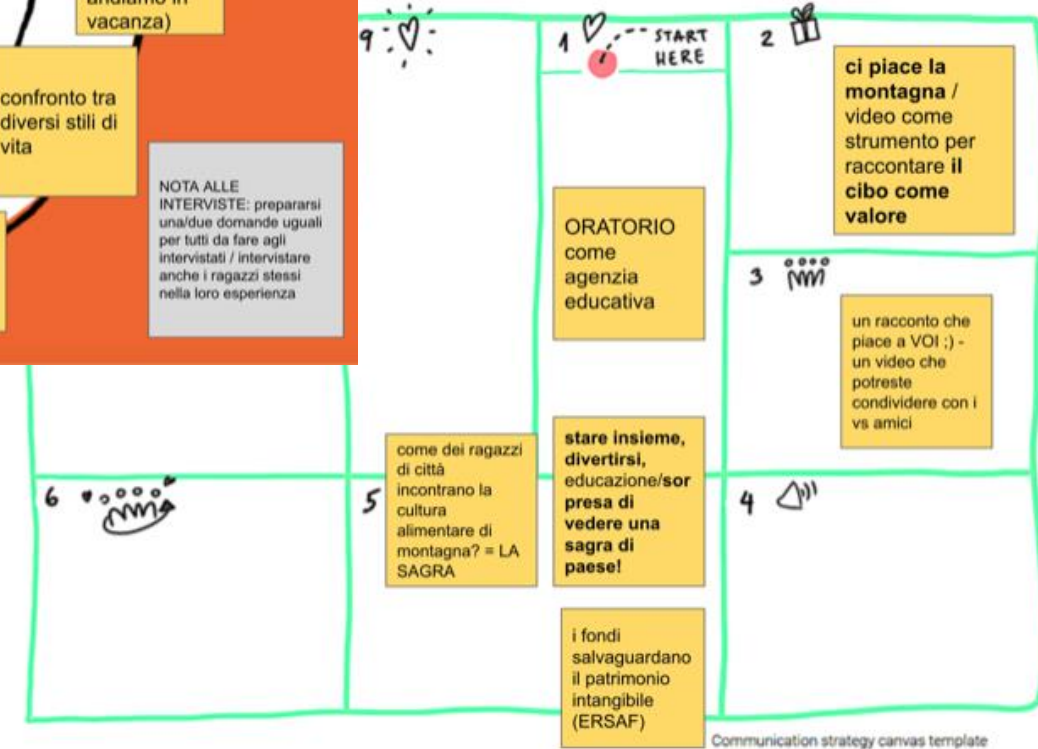
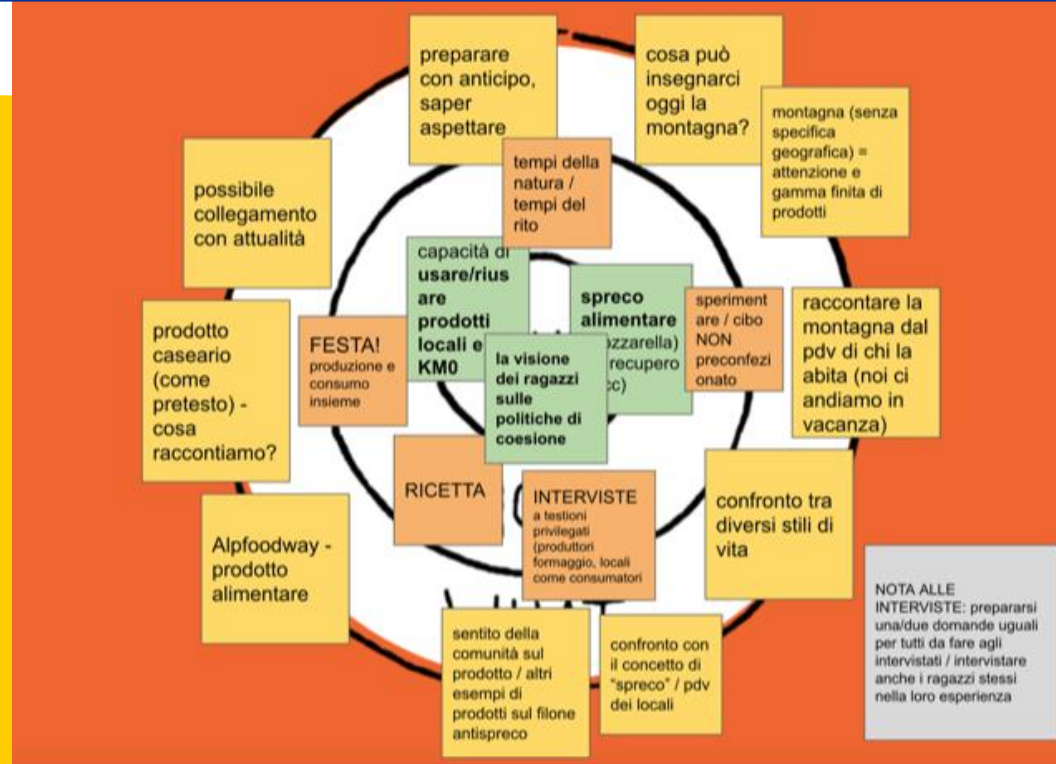
- Uncommon element introduced is to recognise **participatory processes** and recognise their **phases** and then let their direct experience build the **narrative**, even going **off track**
- Rather than storytelling workshops we speak of **storydoing** workshops, which places great emphasis on **authenticity**. In fact, the virtuous relationship between generations relies on immediacy in reporting what is being done, which we have called storydoing



Methodology 3



- From storytelling to storydoing: don't tell me fascinating stories far removed from my (and your) reality, but tell me what you do!
- It is not a methodology, but an approach.



The ingredients



- **MOTIVATIONAL ENGAGEMENT** of the groups is fundamental
- **AUTHENTICITY**, the message constructed by them goes beyond semantics, you can see that it is made by them and that the content is TRUE, and this creates a communication that works, that arrives like a spear
- **AUTHENTICITY** engages young people and conveys the message, it has allowed them to learn about the concrete impact of cohesion policies and has created knowledge

An important EXPERIENCE to replicate!



- **EXPERIENCE** is THE KEY
CONCEPT: they tell themselves, their perception by going to see things directly, experiencing them is key to having good communication
- **EXPERIENCE AND EDUCATION**
young people learn by going to see things funded and telling about them: through storytelling, storydoing becomes knowledge



Lessons learned



- A concrete impact on the life of communities is not only the realization of the works but also **the ability to make known the things done**
- For the mountains, the **key** is **to remain active**, and this is only possible if the young people who know and grow in the mountain communities remain.
- They must be engaged, and to engage them, communication is key. But to communicate well to young people **the message must be done and carried by young people**.
- To communicate they have to experience things, they have to know them, and they will convey authenticity, which will be able to engage other young people and beyond.

at the end



Young people are the chance to get messages across;

they are the segment of the population receptive to new messages and are "**the space for change**"

Engaging young people has a concrete impact on the lives of mountain communities...

...Almost as concrete actions implemented by Cohesion Policy funds



THANK YOU!

www.montana174.org



This publication reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains

EXPERIENCE INTERREGIONAL en Auvergne- Rhône-Alpes

20 septembre 2022

La Région Auvergne-Rhône-Alpes
et l'Europe, partenaires de vos projets



La Région
Auvergne-Rhône-Alpes



Cohesion and rural policies in France

Since 2014:

Regional level

National level

ERDF

JTF

ESF

EAFRD

ESF

EAFRD



CONTEXT

Before 2014-2020 :

- In France, the ERDF Managing authority was the national level.
- Strong link between the cohesion policy framework and two other frameworks :
 - CPER : “Contrat de Plan Etat-Région” : Planning agreement between the national and a regional government in a single programming document
 - CPIER : “Contrat de Plan Interrégional Etat Régions ” : Planning agreement between the national and regional governments at river basin or mountain scale

2014-2020 :

- Regions are ERDF Managing authorities
- Willingness to pursue specific actions towards river basins or mountain areas– specific budget allocated to these territories (taken on the national ERDF envelope before regional breakdown)
- Two ways of implementation :
 - A dedicated interregional operational programme : Massif Central, Alpes, Rhône-Saône, Loire, Pyrénées
 - A specific priority within a regional programme : Jura, Vosges, Seine

ERDF in Auvergne-Rhône-Alpes :

2014-2020 :

- Two regional ERDF Programs : Auvergne and Rhône-Alpes
- Two ERDF river basin Programs : Rhône / Saône and Loire
- Three ERDF mountain Programs : Alps, Massif Central and Jura

=> 7 ERDF Programs

Main topics for the mountain ERDF Programs :

- Tourism
- Biodiversity
- SMEs Competitiveness
- Mobility
- Natural risks



2014 -2020 PROJECTS

Massif central – Nature-based tourism

Massif Central by mountain bike : from Morvan to the Mediterranean sea

Objectives :

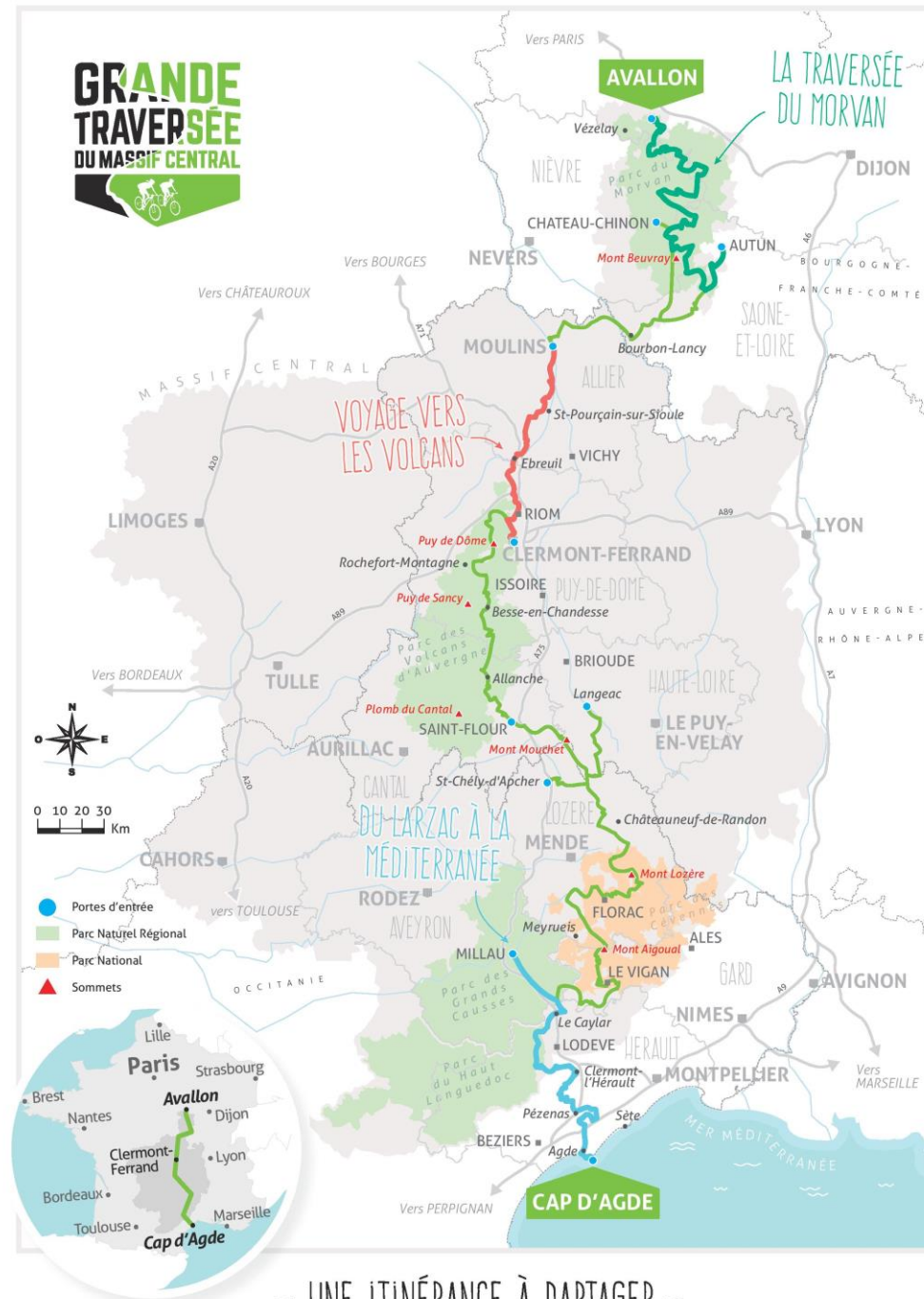
- Promote the 1 380km route across 3 Regions : communication, labelling by the mountain bike federation, ...
- Attract new users by developing new facilities such as charging points for electric mountain bikes
- Cycle track infrastructure to improve user comfort

Total project cost : 736 818 €

ERDF support : 266 807 €

Lead beneficiary : Association des Parcs Naturels du Massif Central

Stakeholders : Regional and local authorities, Natural Parks, Sport federation, ...



La Région Auvergne-Rhône-Alpes
et l'Europe, partenaires de vos projets

— UNE ITINÉRANCE À PARTAGER —

2014 -2020 PROJECTS



Jura – Preservation of the natural heritage

Hydrological restoration and valorisation of the Vaux swamp (Ain – Auvergne-Rhône-Alpes)

Objectives :

- Brush clearing (20 hectares) to stop the biodiversity loss in the swamp
- Creation of an elevated educational pathway (1km) to improve the tourist experience

Total project cost : 1 627 654 € and ERDF support : 650 080 €

Beneficiary : Conservatoire des espaces naturels Rhône Alpes

2014 -2020 PROJECTS



Crédit : Union régionale des Communes forestières d'Auvergne-Rhône-Alpes

Alps – Competitiveness

Alp forest network

Objectives :

- Increase of local wood supply and the number of public infrastructures made of Alpine wood.
- Animation of the interregional network

Total project cost : 361 128 € ERDF support : 180 000 €

Beneficiary : Union régionale des Communes forestières d'Auvergne-Rhône-Alpes



LESSONS LEARNED FROM 2014-2020

2014-2020 Lessons learned :

- Confirmation of the relevance of financing specific actions on an interregional scale : good project results, impossibility of financing these projects within the ERDF regional programme.
- Conditions for success : a strong interregional partnership to encourage the emergence of projects, specific communication, good coordination between funding sources : ERDF regional operational program, national contribution,
- However, administrative complexity especially in the case of a dedicated interregional program : a small program with the same obligations as a large program.



2021-2027 STRATEGIES

2021-2027 :

- Confirmation of the 2014-2020 topics
- End of specific interregional programs : interventions dedicated to mountain areas (and river basins) come under a regional program :
 - ⇒ 4 ERDF Programs in Auvergne-Rhône-Alpes (7 in 2014-2020) :
 - Program Auvergne-Rhône-Alpes and territories Rhône/Saône and Massif Central,
 - Alps Priority within the Provence-Alpes-Côte d'Azur Program,
 - Jura Priority within Bourgogne Franche-Comté Program,
 - Loire Priority within Centre Val de Loire Program
 - Objectives : reduction of the number of ERDF Programs in France, mutualisation and reduction of the administrative burden, ...
 - New challenges in terms of communication, implementation and governance with a single program and different geographical scales
- Interregional Priorities within the regional ERDF Program fall under Policy Objective 5 “Europe closer to citizens » which is not within the thematic concentration => Impact on regional ERDF allocation

Example: Auvergne-Rhône-Alpes is Managing Authority for Massif Central and Rhône-Saône which represent 72M€ that must be affect to PO5 = less flexibility for regional implementation of OP5



2021-2027 INTERREGIONAL PRIORITIES

Massif central

Budget 2021-2027 : 40M€

Managing Authority : Auvergne-Rhône-Alpes Region

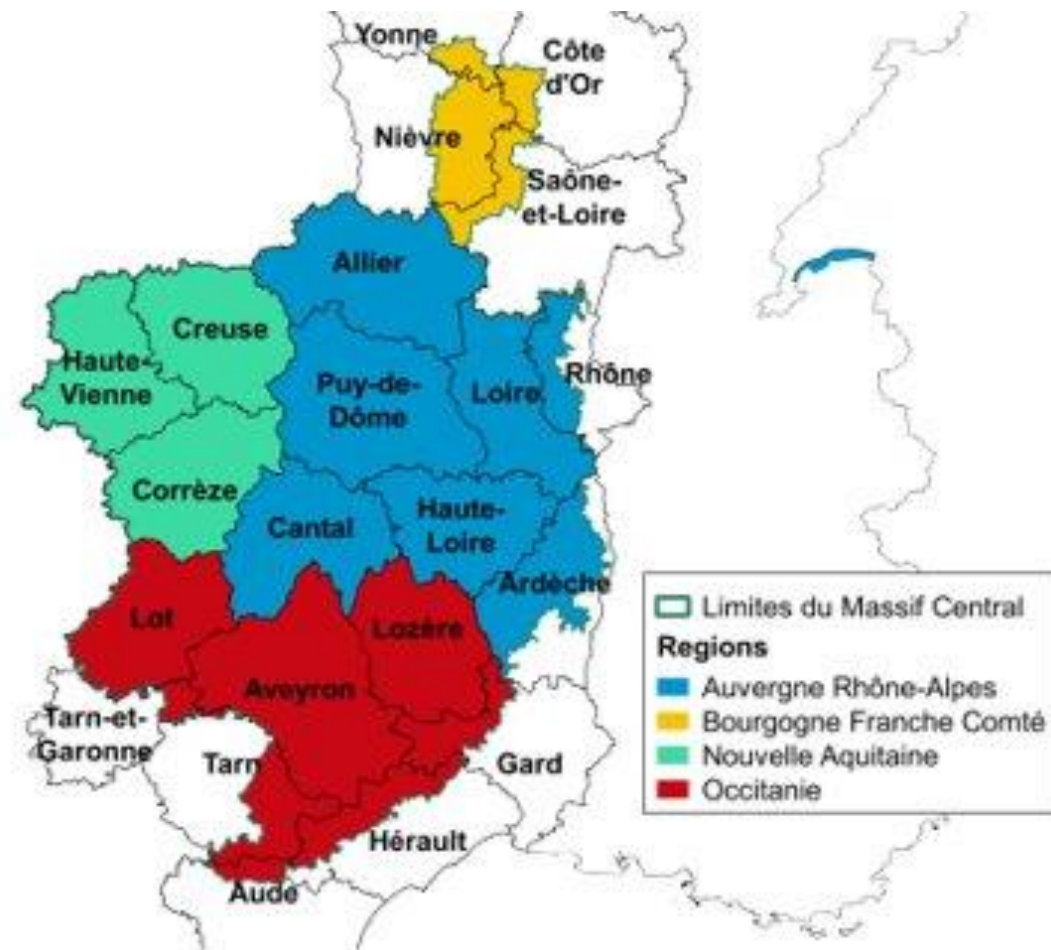
Territories : Yonne, Côte d'Or, Nièvre, Saône-et-Loire, Allier, Loire, Rhône, Puy-de-Dôme, Haute-Loire, Ardèche, Cantal, Lozère, Aveyron, Gard, Aude, Hérault, Tarn, Lot, Tarn et Garonne, Corrèze, Creuse, Haute Vienne.

Objectives :

- Support specific local economic sectors : timber, wool and rock industries
- Adaptation to climate change : sustainable water management
- Protect biodiversity, focus on Massif central specific ecosystems
- Improving mobility within the Massif central
- Enhance tourism development : boost four-season tourism and
- Develop Territorial attractiveness

<https://www.europe-en-auvergnerhonealpes.eu/>

<https://www.massif-central.eu/>



2021-2027 INTERREGIONAL PRIORITIES

Alps

Budget 2021-2027 : 34M€

Managing Authority : Sud Provence Alpes Côte d'Azur Region

Territories : Haute-Savoie, Savoie, Isère, Drôme, Hautes-Alpes, Vaucluse, Alpes-de-Haute-Provence, Var and Alpes Maritimes

Objectives :

- Develop eco tourism : boost four-season tourism
- Enhance territorial resilience toward natural risks
- Protect biodiversity, focus on specific Alps ecosystems
- Improving mobility within the Massif central

<https://europe.maregionsud.fr/leurope-sengage-en-provence-alpes-cote-dazur-accueil/>



INTERREGIONAL PRIORITY

Jura

Budget 2021-2027 : 12M€

Managing Authority : Bourgogne-Franche-Comté Region

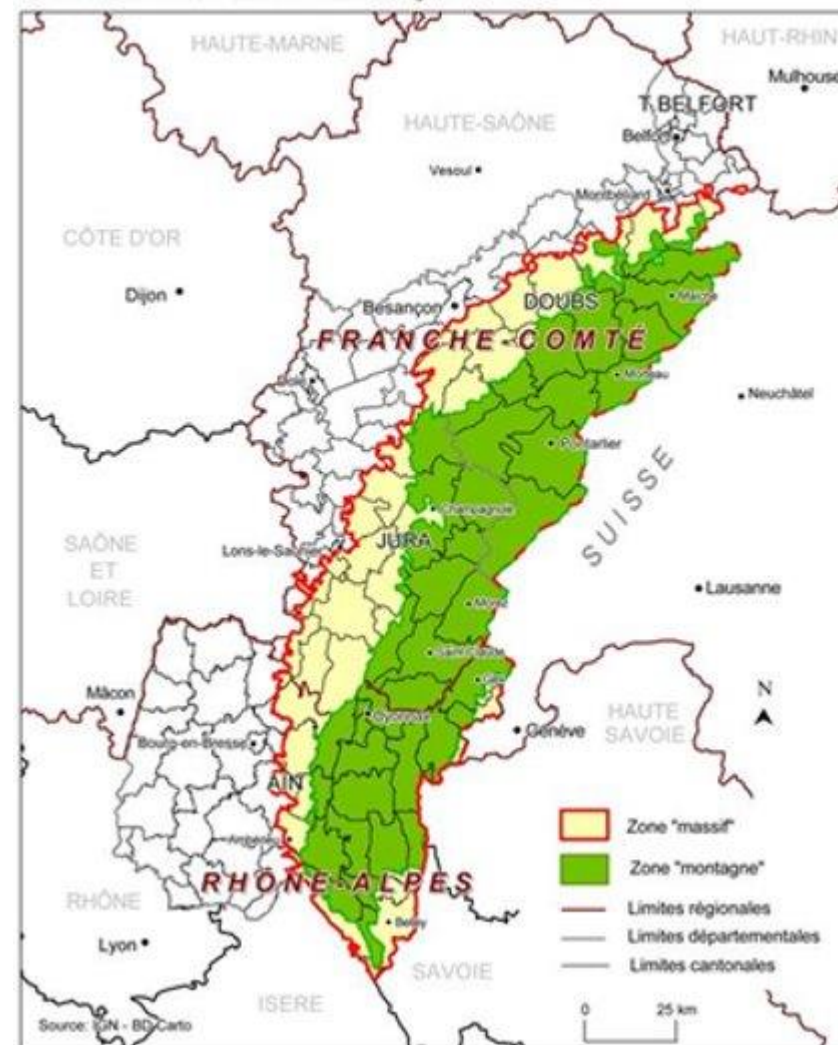
Territories : Ain, Saône-et-Loire, Territoire de Belfort, Doubs and Jura

Objectives :

- Develop eco tourism : boost four-season tourism
- Improve the sustainability of tourist accommodation

<https://www.europe-bfc.eu/je-minforme/prochaine-programmation/>

Le massif du Jura
Périmètres des zones "massif" et "montagne"





La Région
Auvergne-Rhône-Alpes



La Région Auvergne-Rhône-Alpes et l'Europe, partenaires de vos projets

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www.europe-en-auvergne-rhone-alpes.eu



This project has received funding from the European Union's Directorate General Regional and Urban Policy under Grant Agreement No 2020CE16BAT209



Feedback from mountain actors: what barriers do they encounter?

Klavdija Gornik
Regional Development Agency
for Podravje – Maribor, Slovenia

20 September 2022



Slovenia, Podravje region and Maribor



Mountain regions in Slovenia



- **72 %** of mountain area in Slovenia
- **33,4 %** of Alpine mountains
- **40%** of the population



Regional Development Agency for Podravje - Maribor

1st Slovenian RDA (1993 →)



Important link for the development of 41 municipalities in the region Podravje.

Best service to the municipalities in the field of **regional development**, project support, **implementation of European funds**, integration, attracting investors, tourism development, smart specialization and support for the entrepreneurial environment.

Partnership for Pohorje (2019 →)



- 19 municipalities in 3 different NUTS 3 regions (Podravje, Savinjska and Koroška)
- 7 providers of tourism products/services
- 3 regional development agencies
- 3 tourist organisations

- Align partnership's aims, efforts and projects to create **green destination** with Europe-wide brand name recognition.
- Strive to preserve **natural and cultural resources** and to encourage **harmonious economic and tourist development** with emphasis on sustainable use of **natural wealth**.
- **“Strategy of Pohorje Mountains development”** and is also coordinating the preparation of **“Strategy of development and marketing of Destination Pohorje Mountains 2021 – 2027”**

Feedback from mountain actors: what barriers do they encounter?



Local workshops



8th Cohesion Report:
“Cohesion in the European Union has improved, but gaps remain”
especially in rural regions

**POTENCIAL BENEFICIARIES –
TOURISM PROVIDERS**



STUDENTS



MUNICIPALITIES



Barriers



1. What are the barriers hindering the uptake of the Cohesion funds in mountain regions?
2. **How can Managing Authorities and other relevant actors better inform mountain actors on the opportunities of the 2021-2027 Cohesion Policy in their region?**
3. What kind of support is needed to help mountain stakeholders make the most of these funds?

POTENCIAL BENEFICIARIES – TOURISM PROVIDERS

1. Too narrowly focused on scarced funds for tourism development and green growth.

2. No cooperation among the providers - networking not only within the producers but mostly with the public representatives such as RDA.

3. A need for more green and digital infrastructure as well as services (small wind power plant, renovation of mountain hut/lodge).

Barriers



1. What are the barriers hindering the uptake of the Cohesion funds in mountain regions?
2. **How can Managing Authorities and other relevant actors better inform mountain actors on the opportunities of the 2021-2027 Cohesion Policy in their region?**
3. What kind of support is needed to help mountain stakeholders make the most of these funds?

STUDENTS

1. They suggest that e-mobility and environmentally friendly measures should be introduced on national, regional as well as on local level.

2. To improve more publicity and information in mass media.

3. More success stories and testimonies in their region should be presented.

Barriers



1. What are the barriers hindering the uptake of the Cohesion funds in mountain regions?
2. **How can Managing Authorities and other relevant actors better inform mountain actors on the opportunities of the 2021-2027 Cohesion Policy in their region?**
3. What kind of support is needed to help mountain stakeholders make the most of these funds?

MUNICIPALITIES

1. A new instrument for the implementation of regional development policy was introduced but limited the possibility of local communities to apply for the subsidies and grants to a few measures of the Operational Programme for the Cohesion Policy.

2. **In the 2021–2027 the Operational Programme is still in the draft form but limited possibilities of the so called endogenous regional policy by dividing the measures for urban areas and the rest of local communities, which is not in line with the polycentric development model of the Slovenia.**

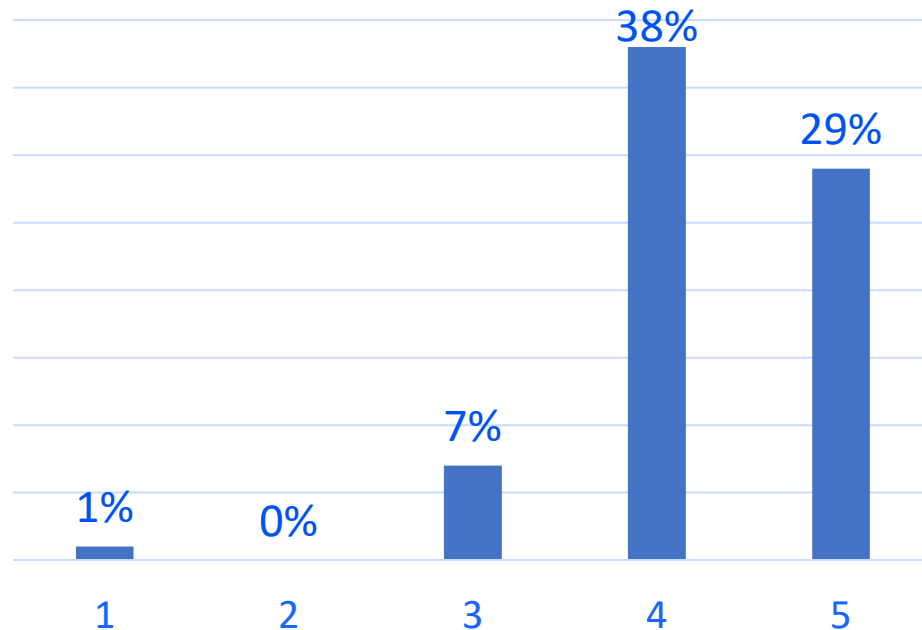
3. The representatives also agreed that there is a need to divide the Cohesion Policy for East and West and manifest it in two Operational Programmes.

Feedback from the local workshops

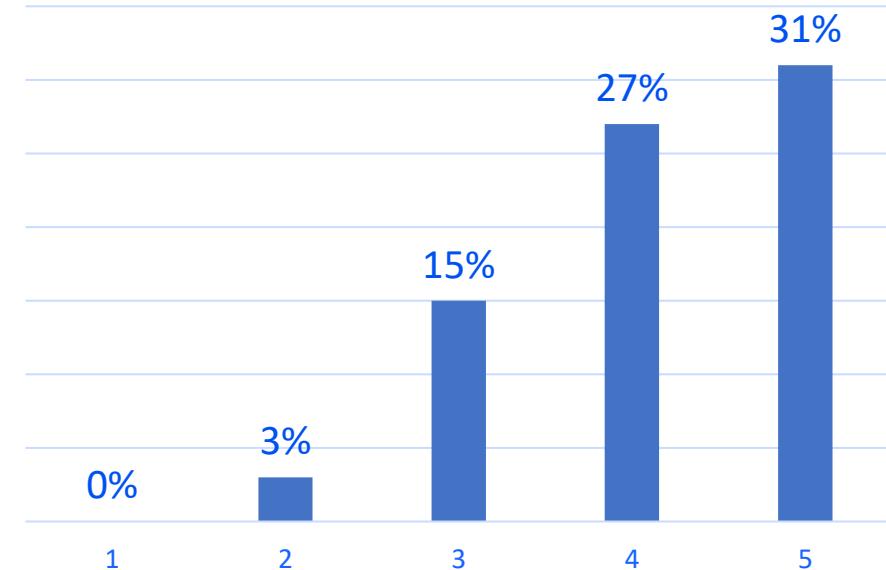


Have you ever received cohesion policy funding?
What projects were funded?

How much were you satisfied with the content of this local workshop? (1 - not at all, 5 - absolutely)



Did you learn new things from this workshop? (1- not at all, 5- absolutely)

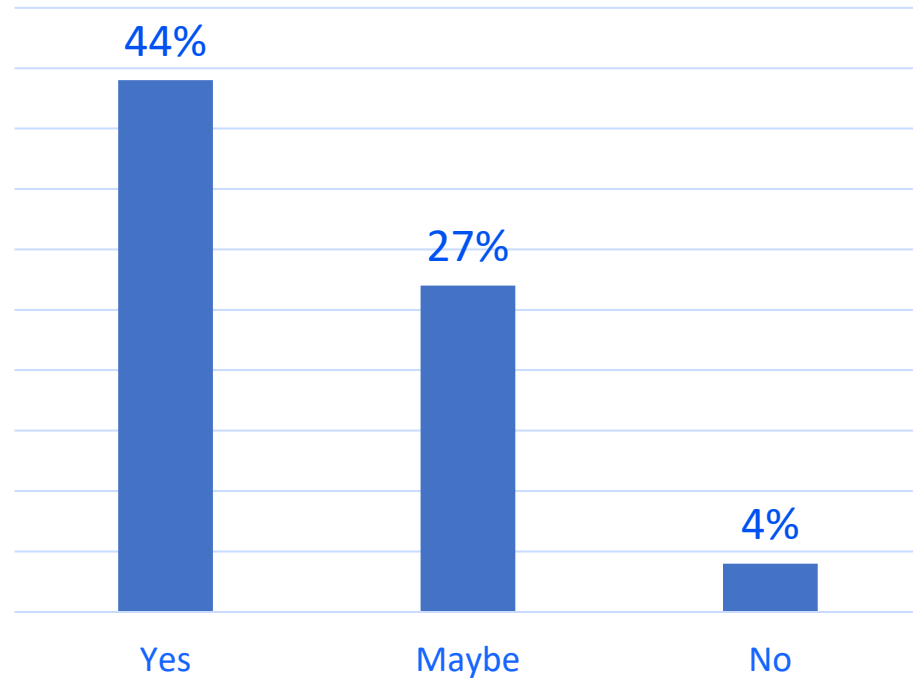


Feedback from the local workshops

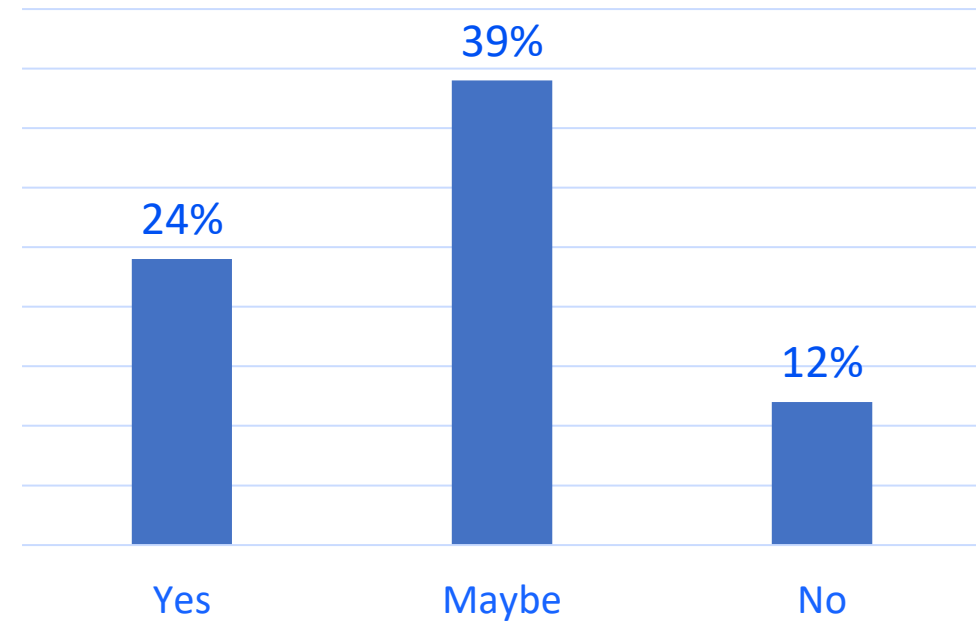


Have you ever received cohesion policy funding?
What projects were funded?

Would you like to learn more on the Cohesion Policy and its opportunities in mountains?



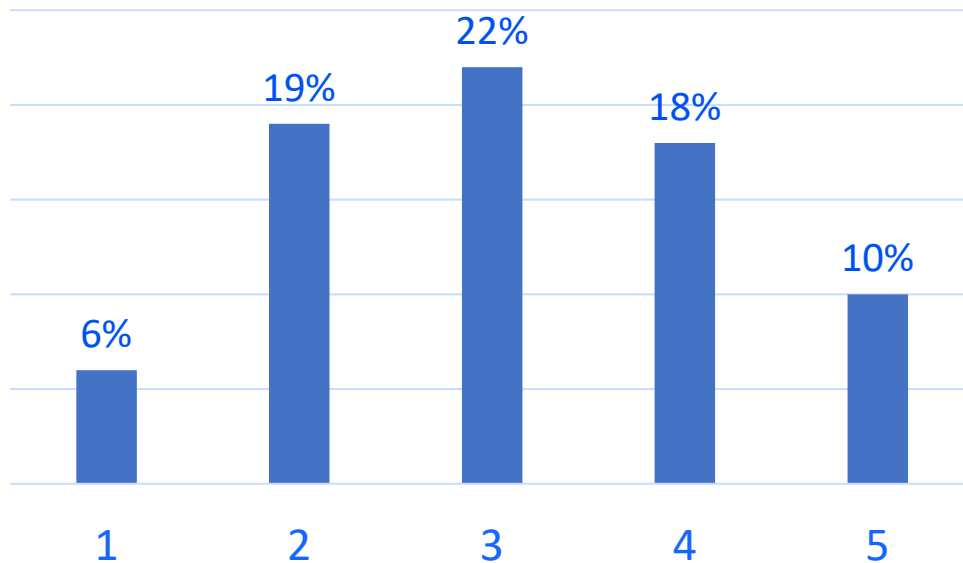
Do you plan to apply for some Cohesion Policy funding in the future?



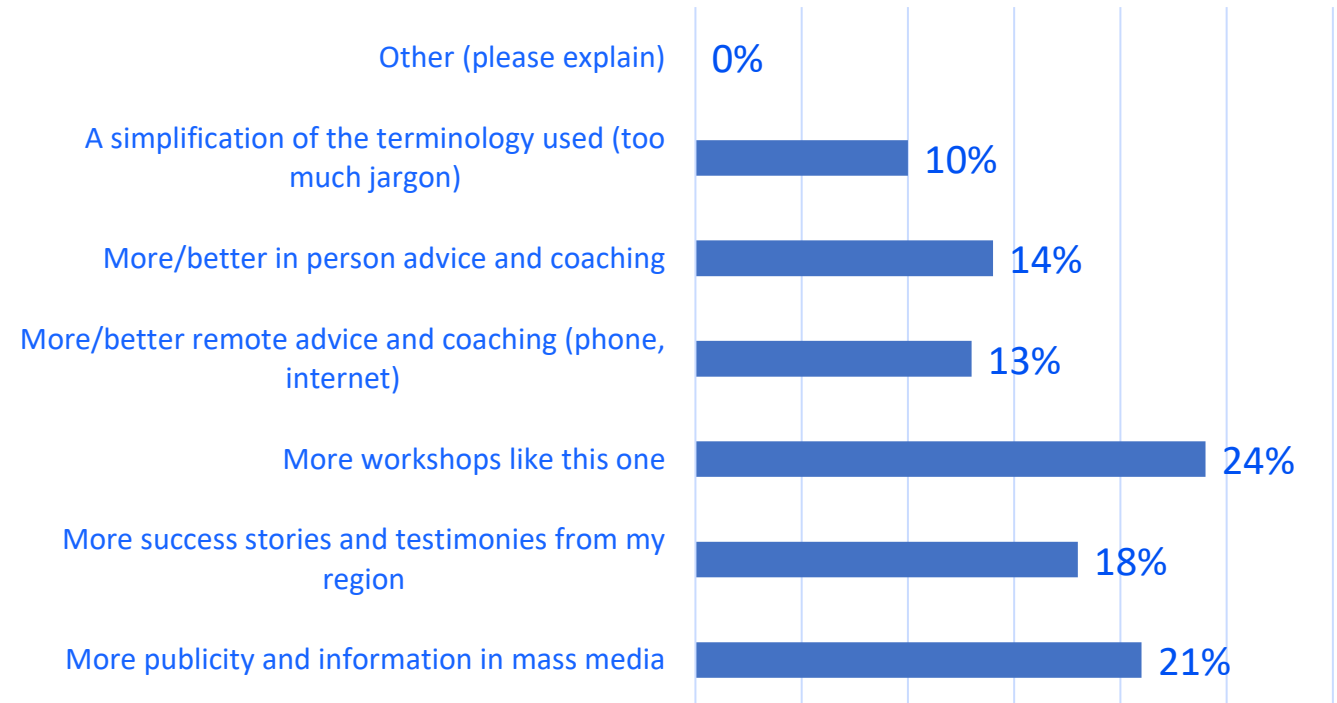
Feedback from the local workshops of all partners



Generally, do you feel you are receiving appropriate information and support from local authorities about how to use Cohesion Policy funding? (1- not at all, 5- absolutely)



What do you think could be improved in the way Cohesion Policy funding is explained to citizens?



Welcome to FREE YOUR MIND on Pohorje!





Thank you for your attention!

Klavdija Gornik

Regional Development Agency for Podravje - Maribor

klavdija.gornik@rra-podravje.si

00 386 70 455 405



Analysis on the uptake of Cohesion Policy funds across Romanian regions

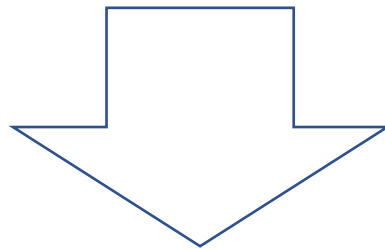
Marin Florian

European Economic and Social Committee



The importance of mountains areas in Romania

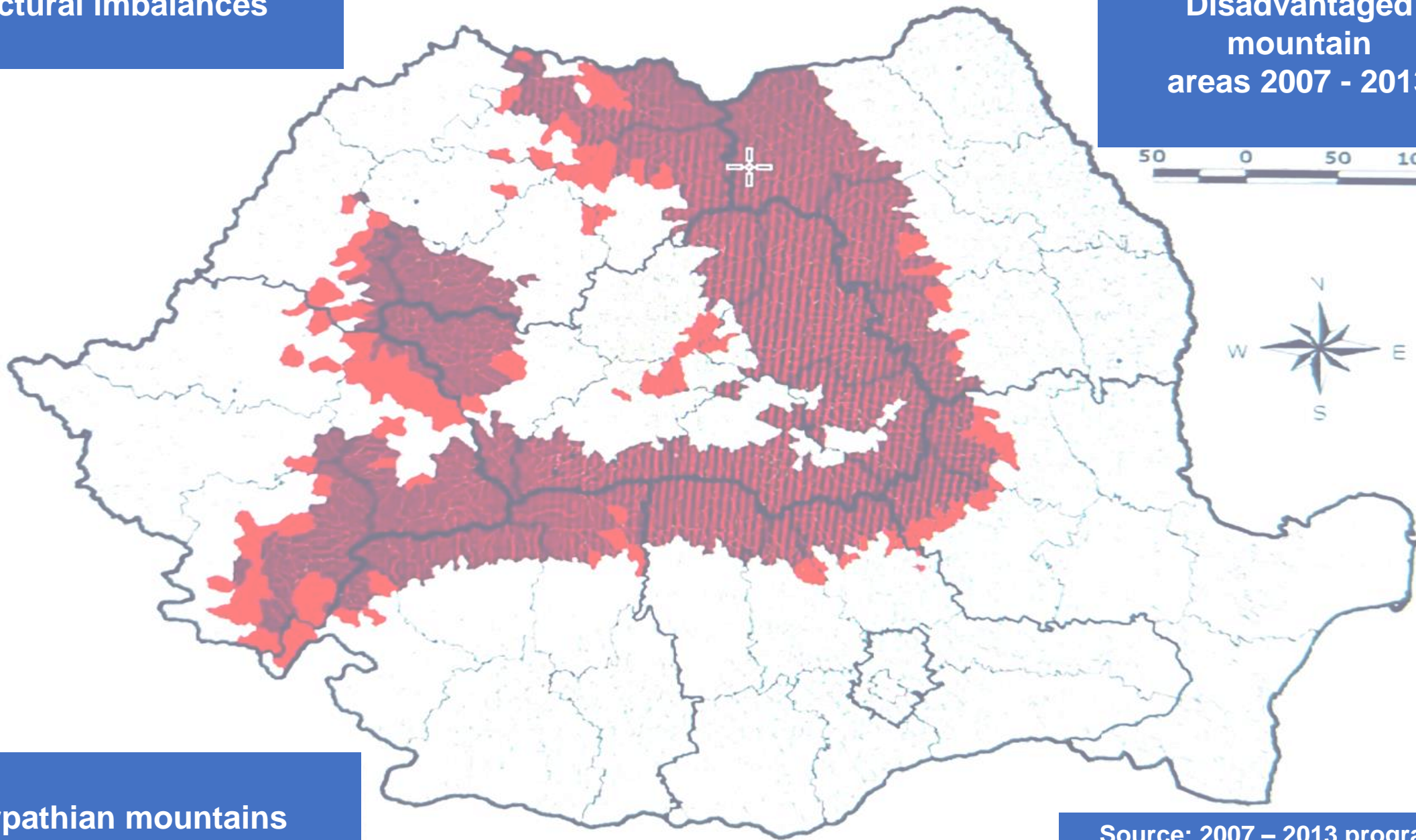
- 657 municipalities in disadvantaged mountain areas (20% of the total municipalities in Romania)
- 71.341 square kilometres – 30% of the total surface of Romania 238.391 square kilometres
- 3.270.793 habitants are living in disadvantaged mountain areas – 20% of the total population
- Romania has a balanced distribution of the relief forms



National Strategic Guidelines for the Sustainable Development of
Disadvantaged Mountain Areas (2014-2020)

Structural imbalances

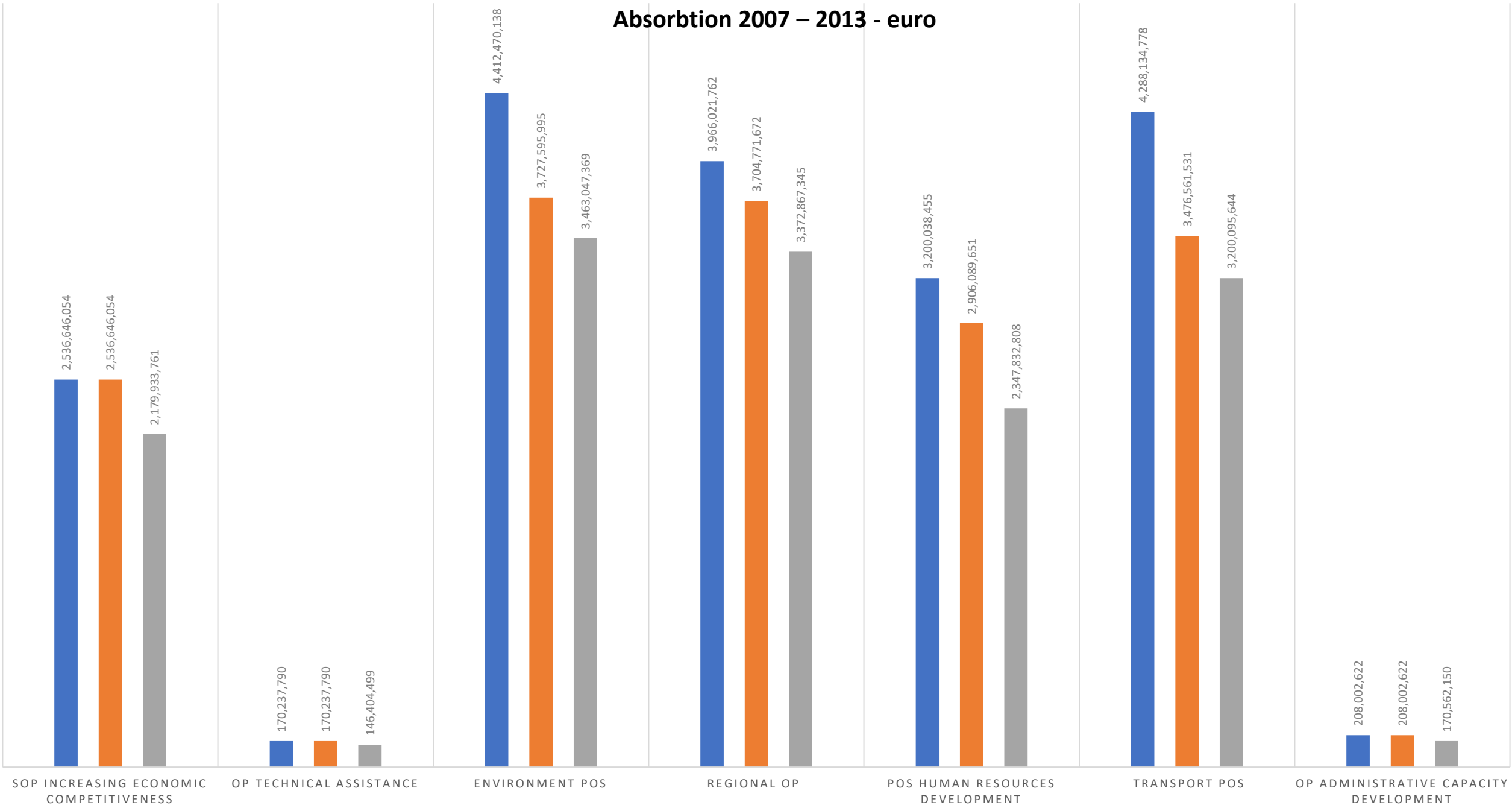
Disadvantaged
mountain
areas 2007 - 2013



Carpathian mountains

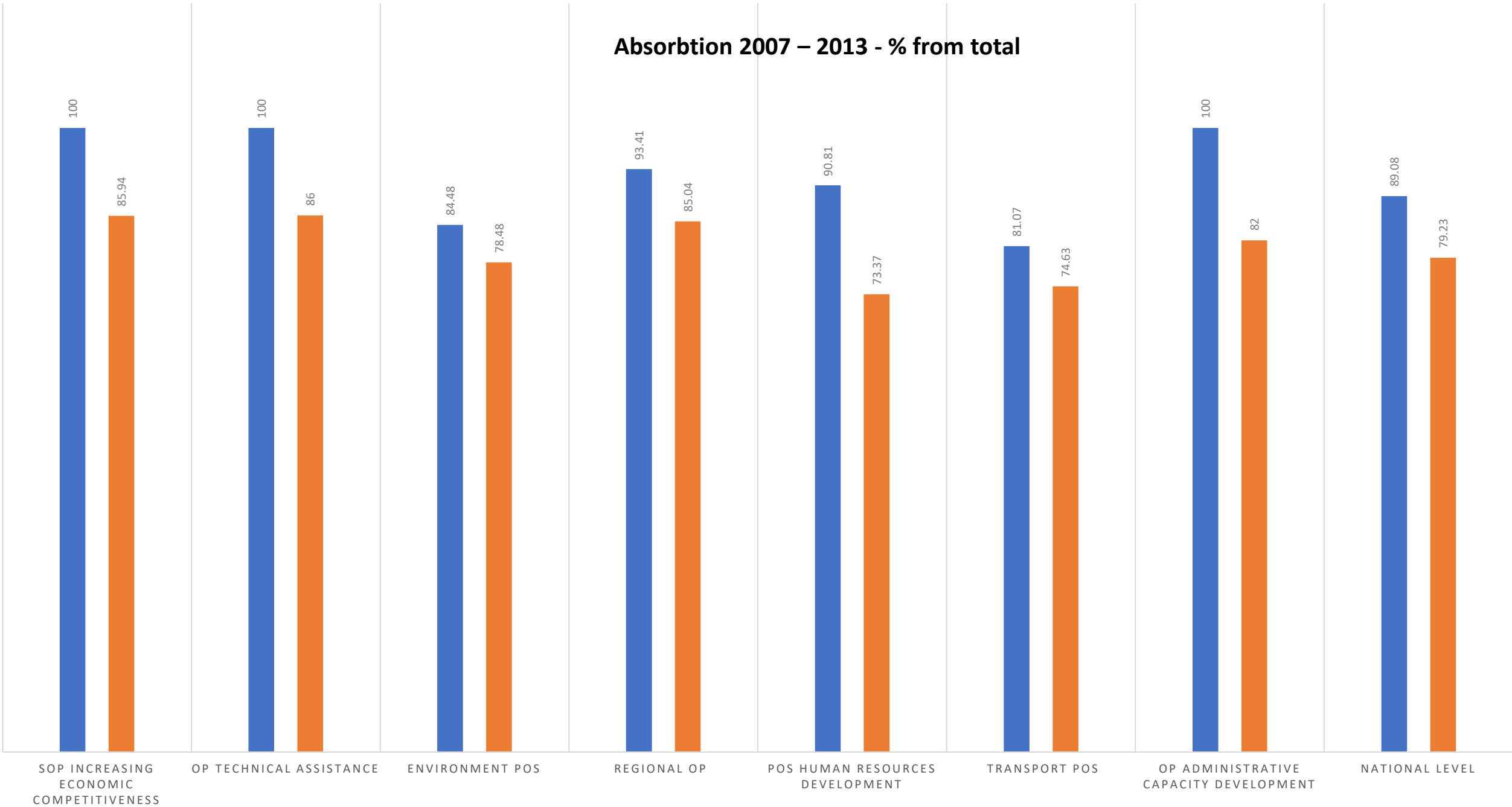
Source: 2007 – 2013 programming
period

Absorbtion 2007 – 2013 - euro

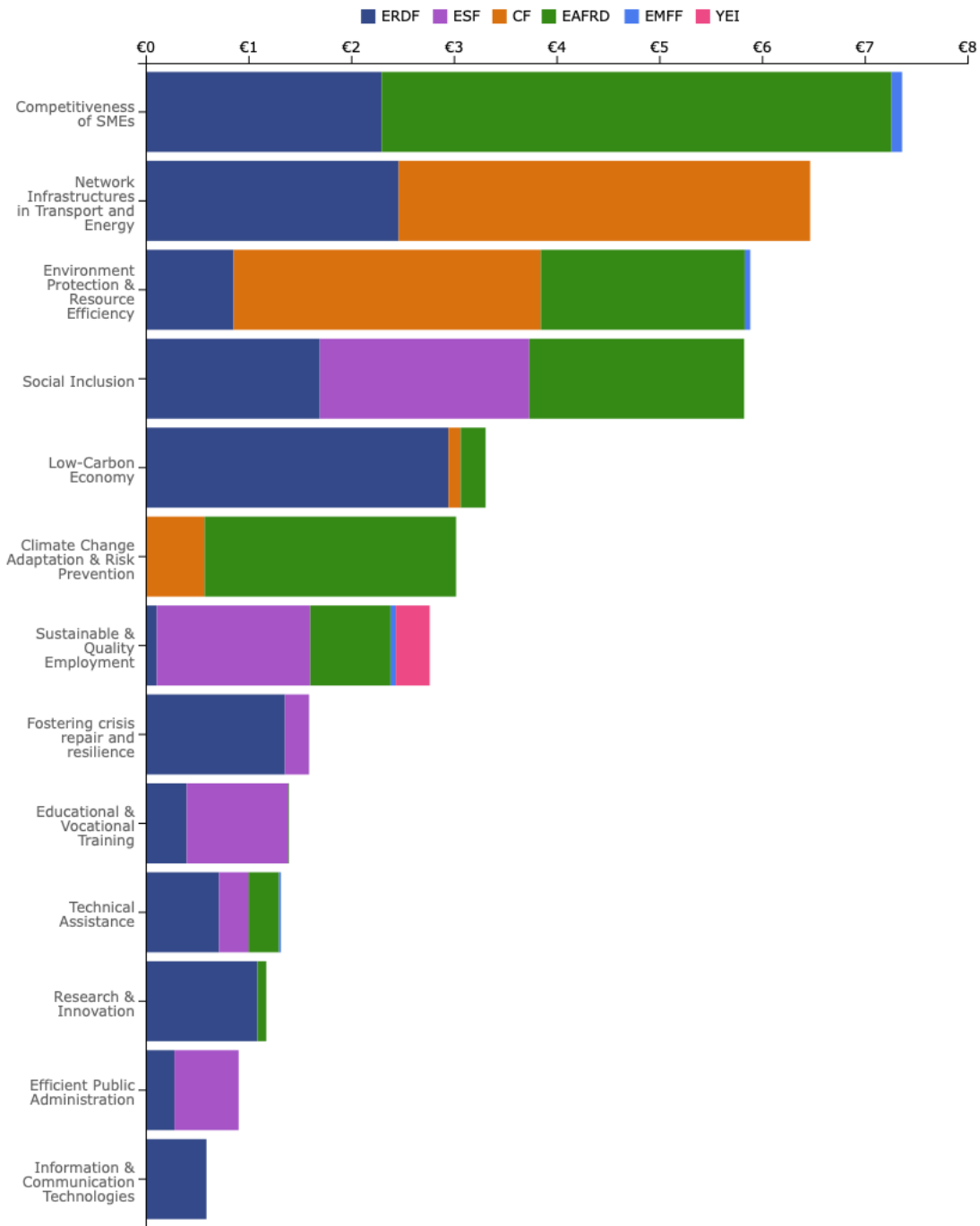


■ Current absorbtion ■ Effective absorbtion

Absorbtion 2007 – 2013 - % from total



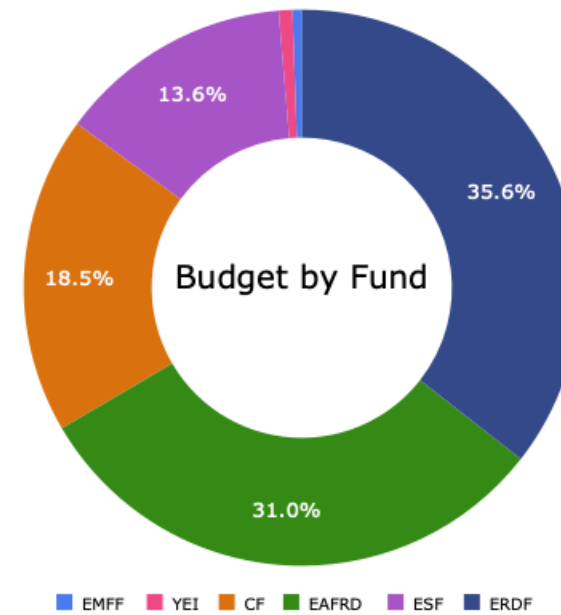
ESIF 2014-2020: Total Budget by Theme (daily update): Romania, EUR Billion



Refresh Date: 30/06/2022

Cohesion Policy in Romania 2014 - 2020

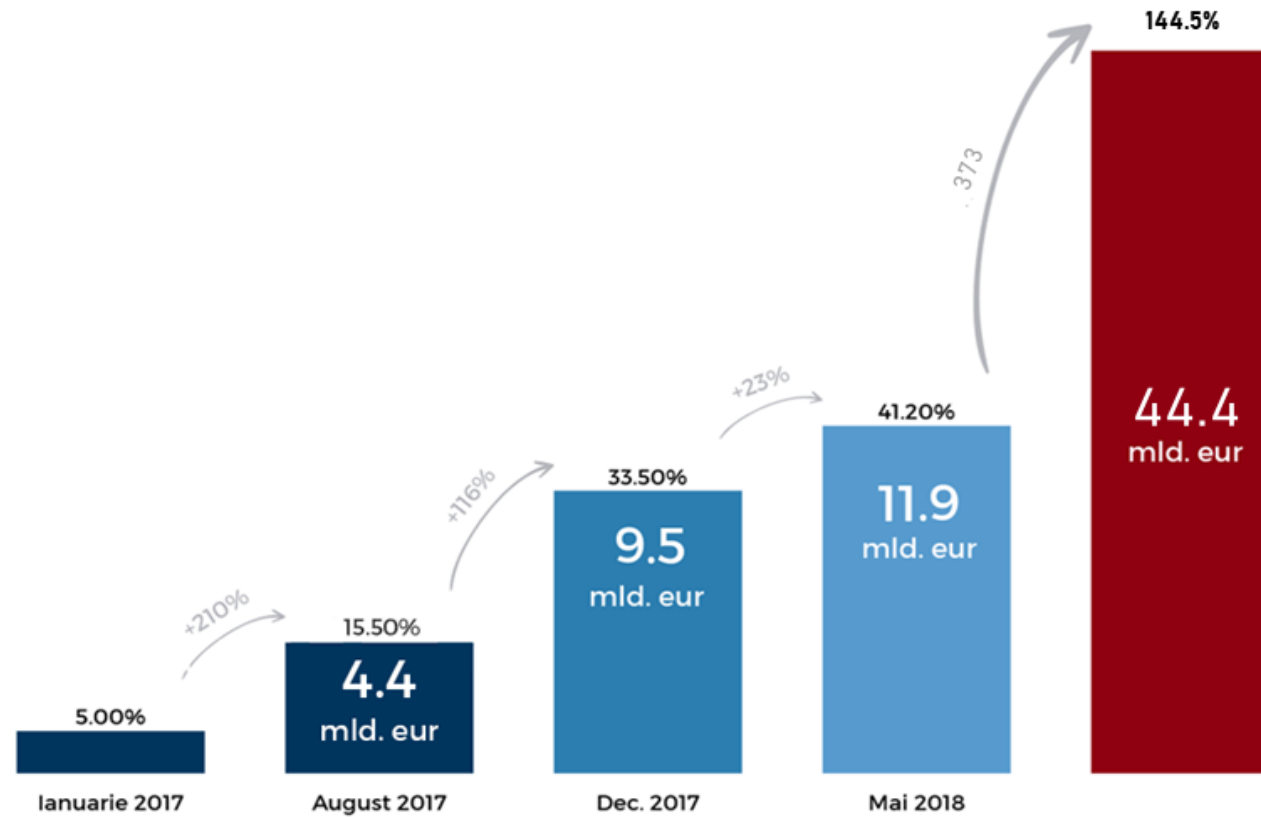
ESIF 2014-2020: Romania Budget by Fund, EUR (daily update)



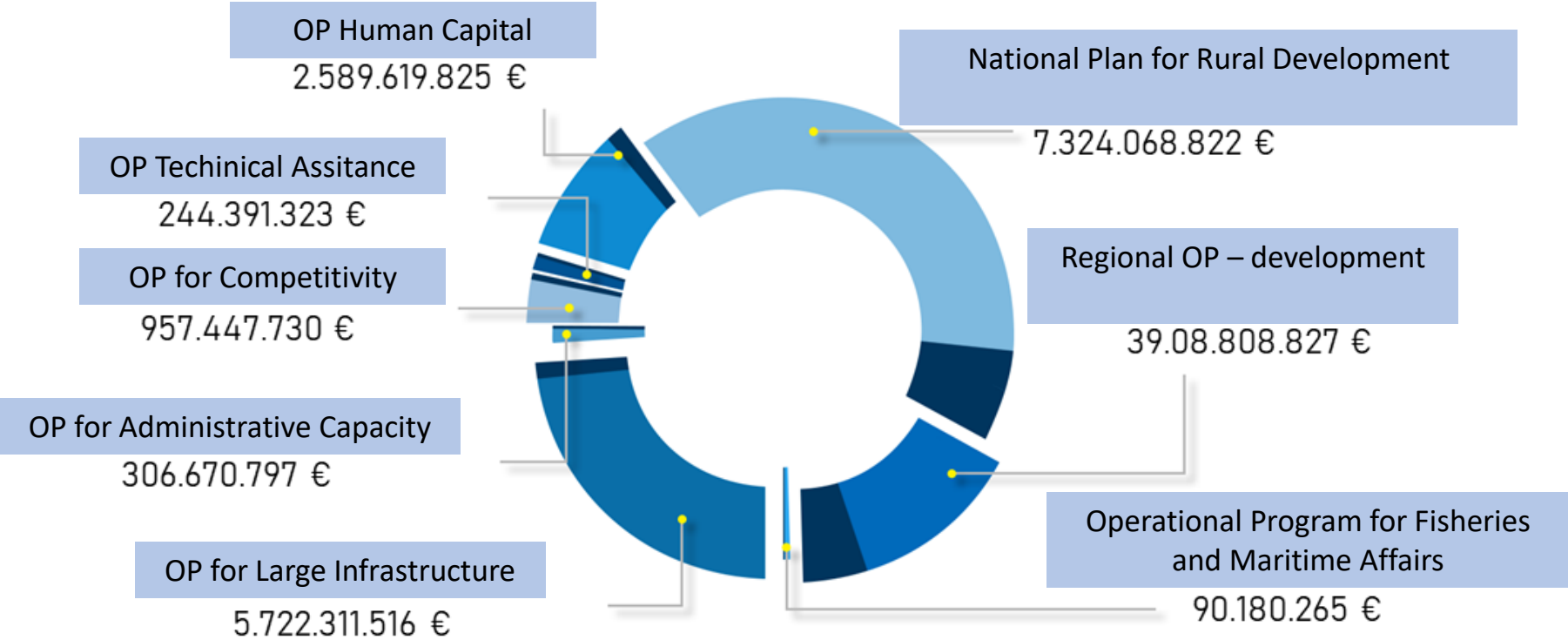
Refresh Date: 30/06/2022

Source: www.cohesiondata.eu

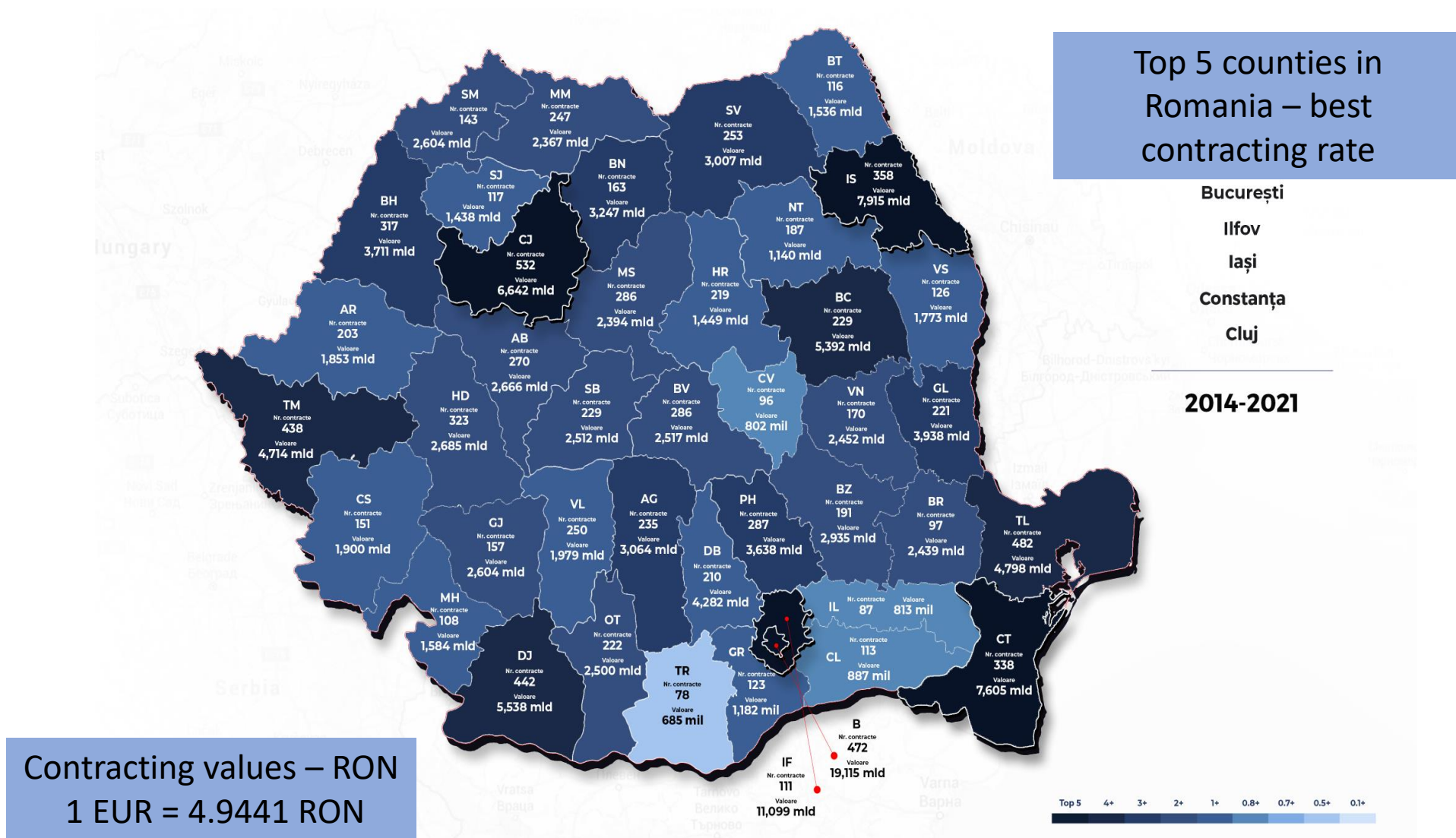
Dynamic of the contracting rate 2014 - 2020 - 30.09.2021



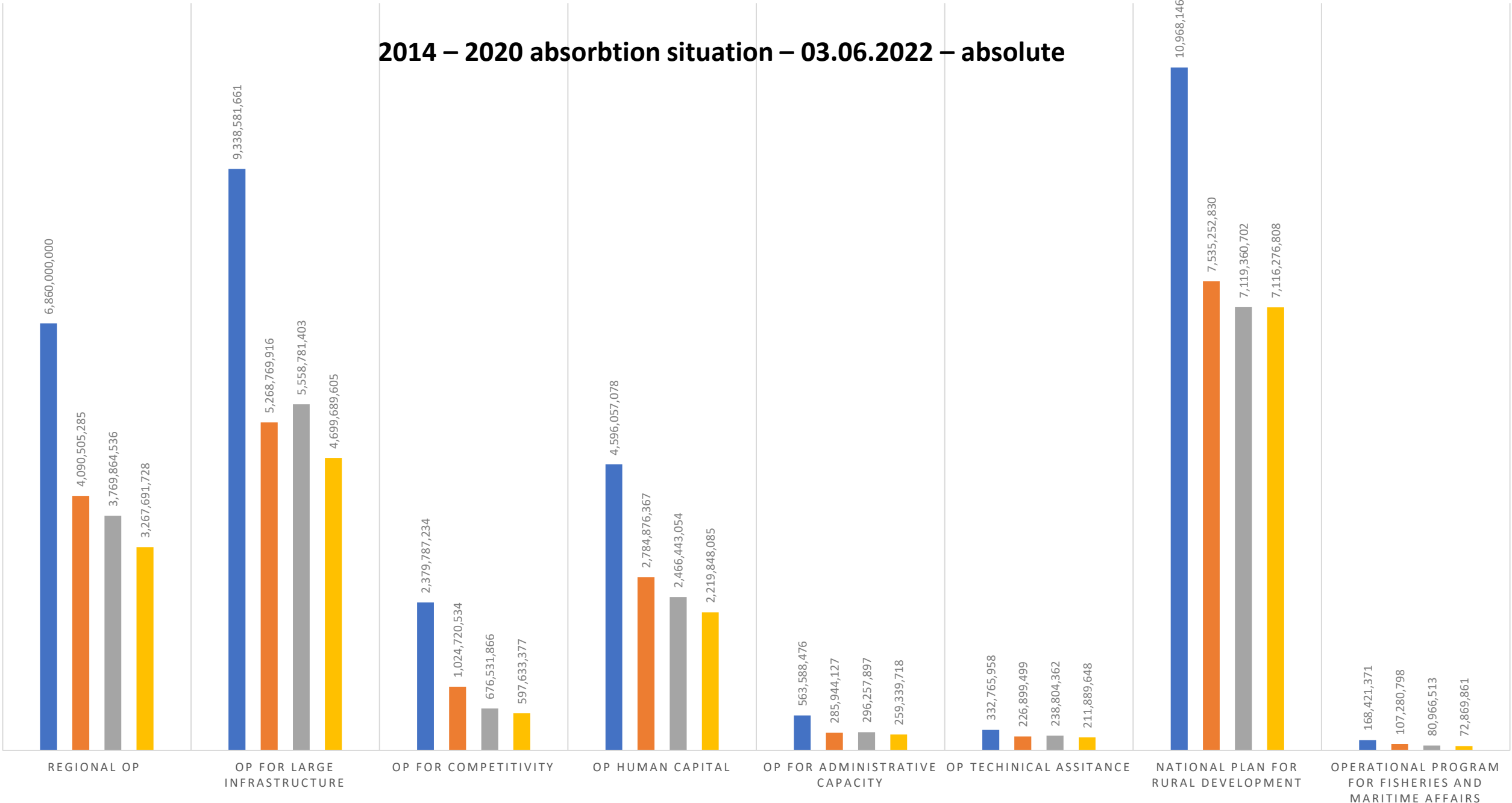
Funds allocation for every operational program



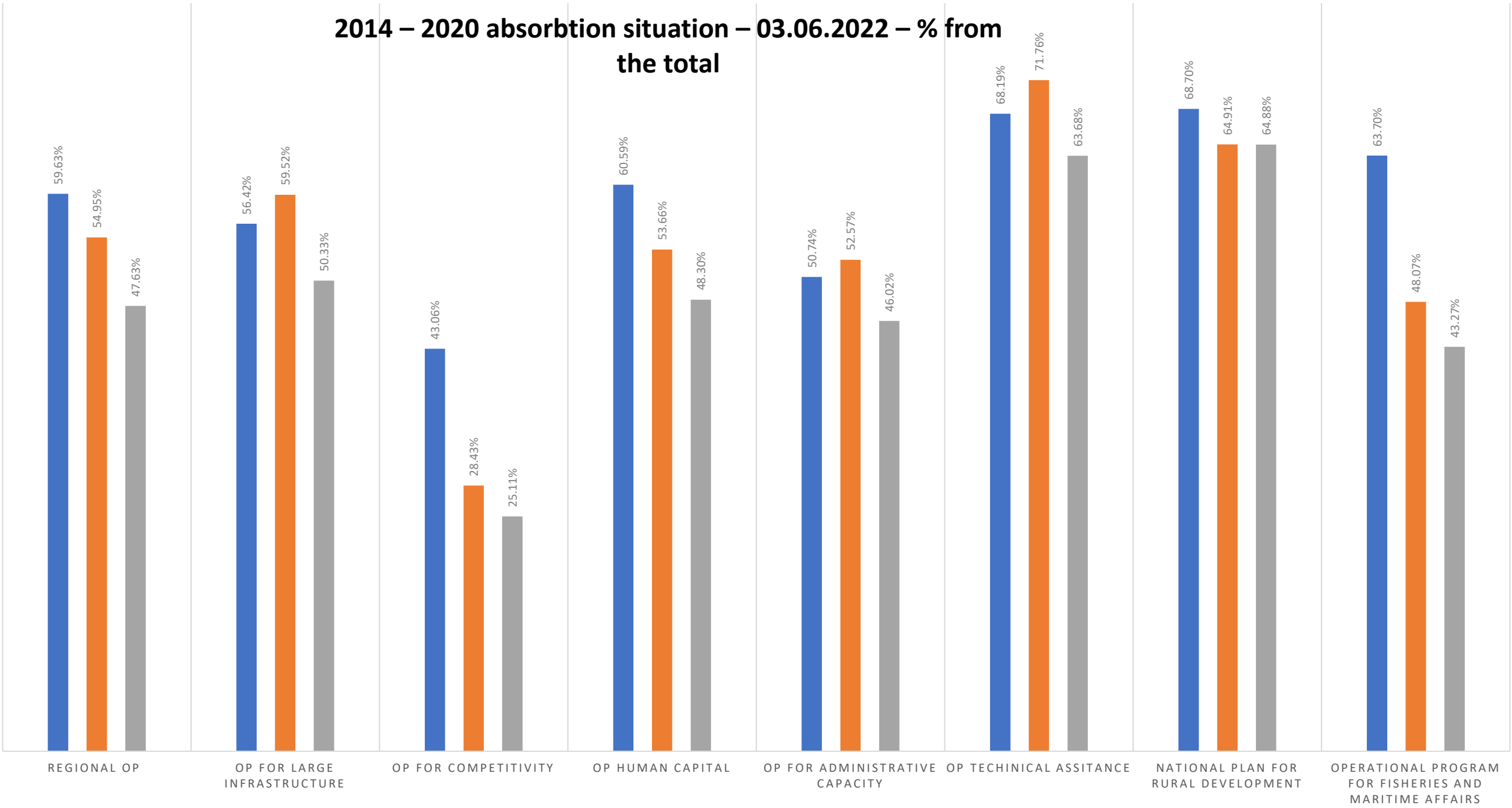
Contracting rate 2014 – 2021 – 30.09.2021



2014 – 2020 absorbtion situation – 03.06.2022 – absolute



2014 – 2020 absorbtion situation – 03.06.2022 – % from the total





Problems

- Access to expertise and specific experts
- No clear image of the private and public property
- More coherence between calls for proposals from different operational programs
- A weak link between the immediate needs of the mountains areas and what is financed by the EU is important
- Difficult to compete with other regions – competition principle – at the call for proposals level
- Lack of institutional capacity; lack of liquidities

Solutions

- Improving acces to expertise
- An integrated approach between the project financed by EU funds
- Balanced approach between all the ingredients of the sustainable development
- Assuring enough human resources for supporting the absorption
- Complementarity between diferent regions
- Be part in thematic networks

Increasing the exposure of the mountains area specificity in the strategies and relevant documents of the programming period
2014 - 2020, 2021 - 2027

Partnership agreement – mentions linked to mountains area – 2014 - 2020



Only 4 mentions linked to mountains areas

Need of integrated forest management

Recognising the specificity of the mountain areas

Need of an integrated approach, especially for high or isolated mountains area

Common Agricultural Policy is supporting mountains areas through some measure for compensatory payments – weak isolation of the mountain areas, more exactly urban/rural distribution is more important

Policy principles for mountain areas



The principle of sustainable development

Giving equal opportunities to a decent standard of living for all inhabitants

Partnership - public participation and stakeholder involvement

The principles of precaution and prevention

Programmatic approach

Maintaining the ecological balance of ecosystems, conserving biodiversity and a natural habitats



Objectives for the mountains areas

Improving the quality of environmental factors in the disadvantaged mountain area
and conserving biodiversity

Conservation and capitalization of cultural resources

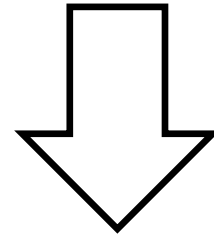
Increasing economic competitiveness

Increasing the attractiveness of the disadvantaged mountain area and stabilizing the
mountain population

National Strategic Guidelines for the Sustainable Development of Disadvantaged Mountain Areas (2014-2020)

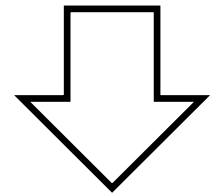


Weak link with the operational programs



No clear link with the call for proposals

No clear transferals to the project evaluation criteria

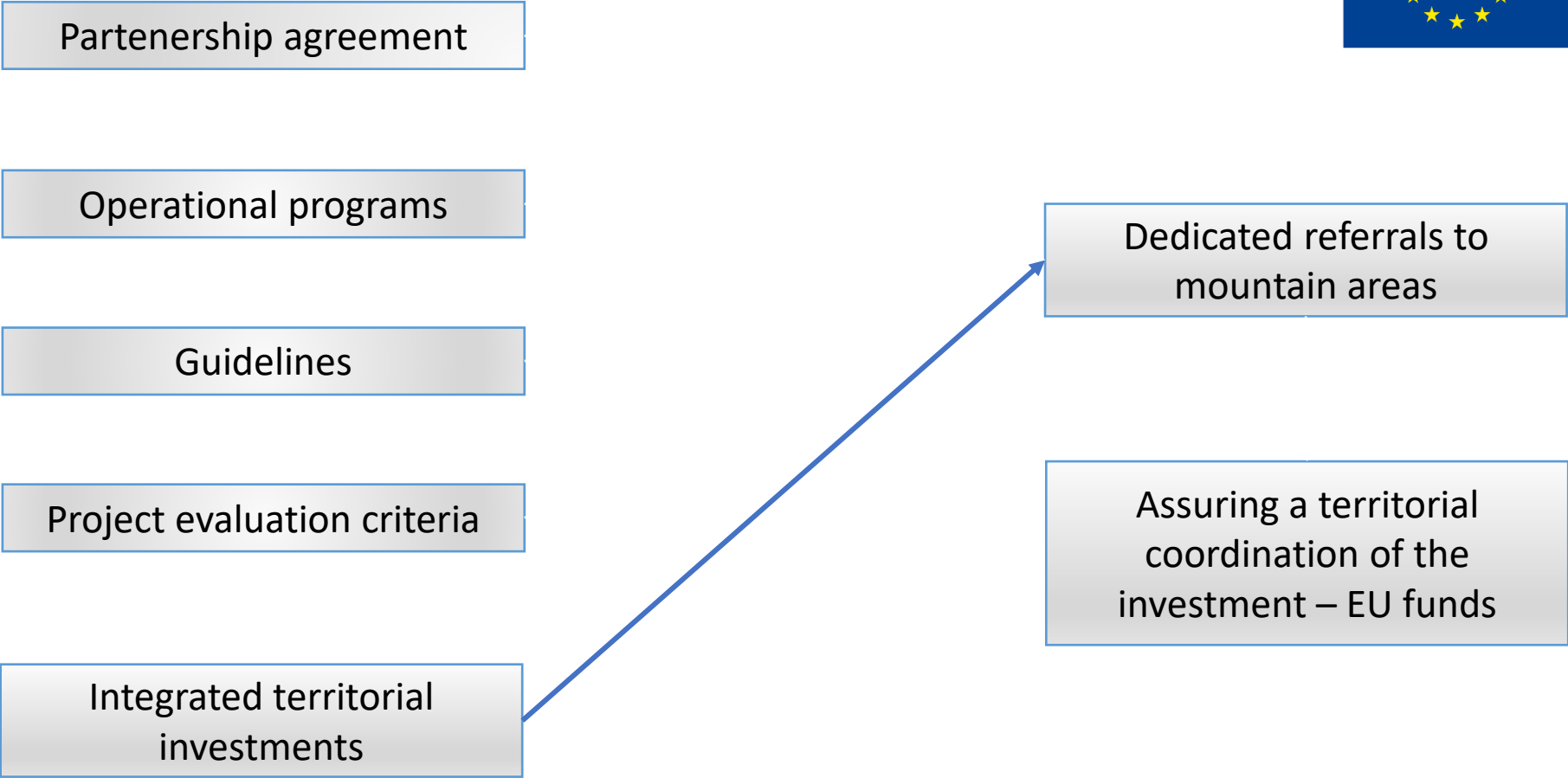


No additional points dedicated to mountain areas

Weak social criteria

Weak environmental criteria

Favorising mountain areas in ESIF



No policy can be territorial blind anymore!!!!!!



Ideas for mountains areas

Integrated territorial investments instrument
dedicated for a specific mountain area

ITI Tara Făgăraşului – 2021 – 2027
programming period

ITI Moşii Țara de Piatră – 2021 –
2027 programming period

Dedicated operational program

Prioritary axis for mountain areas

Better approach in the competition
principle – ESIF system

Better approach in the
complementarity principle – ESIF
system

Thank you!





This project has received funding from the European Union's Directorate General Regional and Urban Policy under Grant Agreement No 2020CE16BAT209



EXAMPLES OF PROJECTS FINANCED IN MOUNTAINS

Bárbara Cerdán Fortea
Provincial Government of Teruel (Spain)
bcerdanfortea@dpteruel.es

How to foster the effective uptake of Cohesion Policy funds in mountain areas?

20th September 2020– Brussels, Belgium



REGIONAL BROCHURES



CLAUDIA - MOUNTAIN WALK

3 GREEN MOBILITY

New mobility solutions based on hydrogen and electric vehicles were developed in the region. Instead of systematically buying a new car, Claudia can now use shared green vehicles when she goes to other villages to deliver products for her business.

2 ENERGY EFFICIENCY

The PrioritEE project focused on energy efficiency in rural areas. Her energy bills have been reduced through renovation and energy-efficient houses.

1 SOCIAL INTEGRATION

A new programme was developed to integrate new families in less populated regions. Claudia relocated from Madrid to Corbalán, where she was supported in her integration process.

NAME

Claudia

PROFILE

Owner of a rural multiservice shop

To continue living in the village that she loves.

CARLOS - MOUNTAIN WALK

3 CIRCULAR ECONOMY

A group of citizens, entities and companies in the region developed the circular economy plan of the Cultural Park. Carlos involved in shaping the plan and the Park has no flagship initiatives to reduce waste and energy consumption, create repair and reuse stations.

2 RURAL REVITALIZATION

A project to revitalize mountainous areas through sustainable tourism brought together stakeholders from various mountainous regions of Europe, including Carlos. Inspired, he committed to improve tourism flows in the Cultural Park while doing more to preserve mountain biodiversity. New actions are now in place.

1 CULTURAL HERITAGE

A project to revitalize heritage sites with neglected castles was developed. Carlos launched a festival and a volunteer-based restoration to most ancient fortress in the Cultural Park.

NAME

Carlos

PROFILE

Director of the Cultural Park in Ariño

AMBITION

To ensure a balance between environmental protection and the socio-economic development of the Park.

ANABEL - MOUNTAIN WALK

3 SILVER ECONOMY

The SILVER SMEs project organized a workshop on the opportunities arising from the silver economy for mountain businesses. Anabel tailored the services of her rural property to meet the needs of older adults. The number of bookings quickly increased.

2 FINANCING

The SMART FINANCE project created a platform that gathers all sources of finance for local businesses. Thanks to the new platform, Anabel was able to access the funds she needed to renovate the roof of her rural property.

1 ONLINE SALES

Training on online marketing and digital sales was organized for local entrepreneurs. Anabel used what she learnt to create her own website to advertise her rural property and to manage the room bookings and payments online.

NAME

Anabel

PROFILE

Entrepreneur in a rural property in Montoro de Mezquita

AMBITION

To grow her rural business and make it more competitive



Through these itineraries of mountain citizens, Montana174's partners show how the different **profiles of mountain citizens** benefit from the Cohesion Policies in their own territories.

The partners have chosen three mountain stakeholder profiles and **show how the successful implementation of Cohesion Policy projects** has been.

www.montana174.org

SILVER SMES



Mountain area: Several rural and mountainous areas of Europe
Cohesion support: Interreg Europe
Period: 2018-2023
<https://projects2014-2020.interregeurope.eu/silversmes>

SILVER SMES aims to **improve regional policies in rural and mountainous areas** by informing SMEs about the potential **to develop new innovative products and services** of benefit for **older adults**.

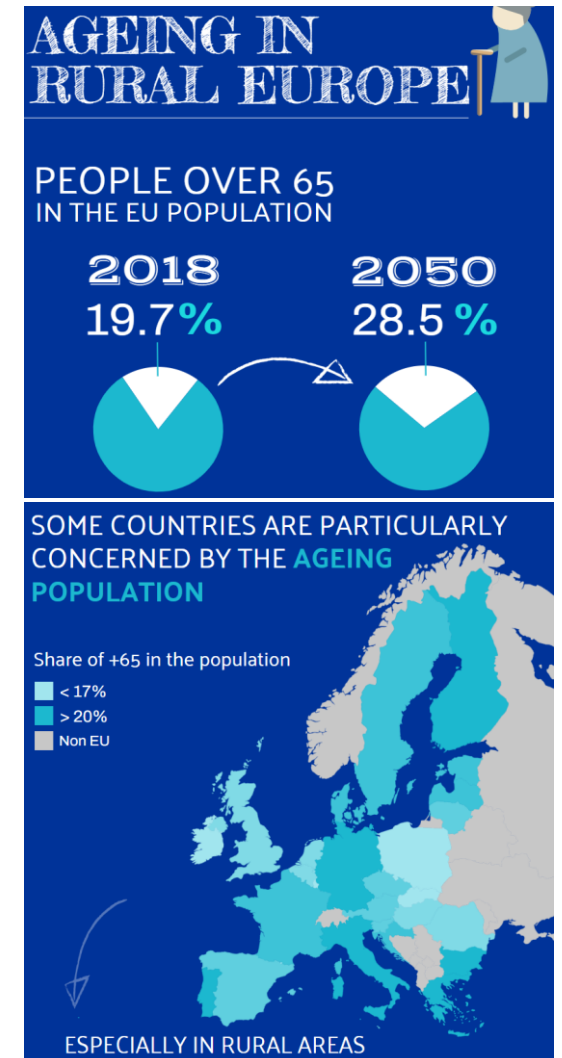
Through the development of Silver Economy and **support of SMEs** in all stages of their life cycle, this project is **bringing important job opportunities** in sectors of high relevance to the Silver Economy (health, housing, ICT, etc.)

SILVER SMES



Silver SMEs has collected more than **60 good practices across the EU** in the fields of housing, health, wellbeing, robotics, and ICT. The approach has covered the SMEs development sectorial opportunities derived from key needs of **3 groups**:

1. Active people
2. Fragile-Vulnerable people
3. Dependent people



RAMSAT



The RAMSAT project was designed to respond to the urgent need **to promote policies for the sustainable use of natural resources**, in terms of natural and cultural heritage as well as tourism alternative.

In recent years, there has been a **growth of these areas as a tourist destination**, providing an alternative to the urbanized environment.

However, this tourism potential can be misused, being **mass tourism** a threat to the protection of biodiversity and the uniqueness of these areas.

Mountain area: Remote and mountainous areas of Europe
Cohesion support: Interreg Europe
Period: 2019-2023
<http://projects2014-2020.interregeurope.eu/ramsat/>



RAMSAT



Balancing environmental, economic, and socio-cultural aspects, the partners are developing **action plans to protect the biodiversity and preserve the natural environment** while increasing the number of visits to sites of cultural and natural heritage.



GOOD PRACTICES



Numerous **good practices** have been collected throughout all the countries of the European Union. Montana174 has **selected and organized these good practices according to the theme that it develops.**

YOUTH & EMPLOYMENT – MOBILITY – TOURISM – INNOVATION – CLIMATE CHANGE



DID YOU KNOW?

Mountains are home to numerous renowned tourism destinations that attract a considerable number of visitors. The Alps offers, visitor profiles and types (economic).



DID YOU KNOW?

Innovation is too rarely associated with mountain areas. But, in practice, due to many remoteness, lack of services and climate-related challenges, innovation has always been dynamic and innovative. Here, innovation goes beyond digital solutions, and it can be used to address many issues in the environment, the local economy.



DID YOU KNOW?

Living and spending time in a mountain area is a dream for many young people across Europe. In a Euromontana survey conducted in 2021 across European mountains, 66% of young respondents said they would like to live and work in mountain areas. The reasons are diverse and include quality of life, beautiful scenery and proximity to nature, closer social ties, and the rich traditional culture.



DID YOU KNOW?

Mountain areas are one of the European territories with the highest rate of car use. For instance, in the Alps, each day 600,000 people cross a national border to go to work. Individual car and road dependency is traditionally high in these regions, whereas other mobility options are weak. This is due to several obstacles such as the high cost of infrastructure, longer distances with fewer inhabitants and the lack of public transport.



DID YOU KNOW?

Climate change acts faster in mountain regions compared to lowland areas, and it strongly alters the mountain biodiversity, population and economies. Since 1980, the Pyrenees lost half of their glaciers and their average temperature increased 30% faster than the global average in the last 50 years. Similarly, by 2050 half of the glaciers in the Alps will disappear regardless of what actions will be adopted.

POLE OF THE MOUNTAIN ECONOMY



Mountain area: Italian Alps
Cohesion support: European
Social Fund
Period: 2017-2019
<http://www.poloecomontfvg.it/>

The Technical Profesional Pole of the Mountain Economy has developed a multi-disciplinary centre that **encourages the economic development of mountain areas**, thanks to close colaboration with local enterprises, ecucational organizations and institutional bodies.

The Pole aims to help **young people acquirer advanced and technical skills** in order to access the job market, with a particular emphasis on sectors of the **mountain economy**.

POLE OF THE MOUNTAIN ECONOMY



The Pole played a leading role in the **creation of an observatory of vocational needs and offers** in the 6 sectors, as well as in developing a **network of enterprises and schools** to boost school-to-work alternation, and the **testing out pedagogical tools** to help mountain-based students find jobs in mountain areas.

VIDEO TESTIMONIALS



Božena Esh

My name is Esh Božena, I was born on December 2nd, 1923. It was a disaster for me, especially



Gabriella Fontana
Rifugio Dalco

My name is Gabriella and for more than 40 years I have been running the Dalco alpine hut located in the upper part of Lake Como at an altitude of 4000 m, precisely in Monte Mazza.



Vesna Pintar Grgurić
Skrad elementary school

I am director of the elementary school in Skrad since December 1st, 2021. In our school we have student with



Syuzanna Arzumanyan
Student étudiante

Hello, my name is Syuzanna, I have been in Grenoble for a short time and I travel a lot to discover the region



Francesca Scariatti
Panicco / Bakery
Darfo Boario Terme (Italy)

My name is Francesca Scariatti, I am 24 years old and I am from Darfo Boario Terme



Belén Soler
La Ojinegra

Hello, I am Belén de La Ojinegra and we have done a project with the territorial cohesion funds in the Jiloca region. It has been a project built



Klara Bukovac
Cultural Routes Interpretation Center

Since Cultural Routes Interpretation Center had been opened, we have been visited by many guests. In less than 4 months there have been 3,500 visitors to the Zrinski Castle



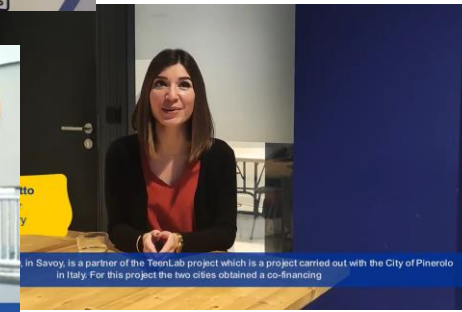
Natalino Luchelli
Italian Alpine Club

welcome in Oltrepò. I could talk for a long time about this territory, just because my family comes from here, walked barefoot on those mountains



Krzysztof Mróz
Mayor of Lutowski a municipality

which was in a terrible technical condition, and now, as you can see, it will well serve the residents.



in Savoy, is a partner of the TeenLab project which is a project carried out with the City of Pinerolo in Italy. For this project the two cities obtained a co-financing

To raise awareness on the impacts of the 2014-2020 Cohesion Policy in supporting EU 's mountain regions, Montana174 project has carried out **videos providing concrete examples**. These testimonials come from Cohesion beneficiaries and they tell us **how these funds benefited their project and their community**.

VIDEO TESTIMONIALS



Video Testimonial about the Spa Hotel in Ariño (Teruel, Spain)

Pedro Villanueva





THANK YOU!

www.montana174.org



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